



Title of Position: Marketing & Administrative Assistant
Reports To: Executive Director
Supports: Executive Director, Programs Coordinator, & Resource Manager
Status: Part Time (up to 20 hours a week), Permanent

About the Ney Nature Center: The Ney Nature Center is dedicated to the preservation of the natural state of its surroundings, restoring and preserving the buildings of historical significance, and engaging the greater community in connecting with the natural world on the 446 acres of park land, bequeathed by Ruby Ney and Don Ney to LeSueur County of Minnesota.

Through innovative high-quality interactive programming, the Ney Nature Center brings generations together connecting them with the natural world and inspiring their commitment to preservation and building their desire for natural world engagement.

Position Summary:

Through the guidance and approval of their immediate manager, the Marketing & Administrative Assistant is responsible for the overall interface with members and site visitors, fulfilling the Marketing Plan, office duties, and administrative support of the Ney Nature Center Executive Director. This includes working in various capacities with other staff members, hosting and facilitating site visitors and program participants, data capture, and general marketing tasks.

Job Responsibilities:

- Strategic Plan: Actively participates in implementing initiatives and actions assigned through the strategic plan; provides staff support for status updates;
- Strategic Plan: Provides content and technical support of the marketing plan strategic initiatives and actions items in collaboration with the Executive Director and other staff members.
- Direct Administrative Support: provides office administrative support to the Executive Director;
- NNC Site Host: greeting visitors at the center and on the grounds; responding to inquiries;
- Participant Registration: providing telephone and onsite registration support; schedules facility rentals;
- NNC Membership: maintains accurate and timely membership information; facilitates the membership renewal process;
- NNC Newsletter: gather, create, and coordinate contributions to the newsletter; support printing and distribution;
- Filing and office organizing: structures and maintains filing of office documents and site materials;
- Data Entry & Info analysis: enter data for all requested areas of the operation; provide reports as needed (i.e. donations records, volunteer hours, & park/program user zip codes)
- Public Programs: provide logistic and event support for all publicly open programming
- Build and maintain a photo database
- Oversee and create marketing materials for specific events (i.e. Fling Fundraiser,) and campaign topics (i.e. funding campaigns, public awareness) as needed (brochures, flyers, posters, videos, etc.)
 - Traditional Media Marketing:
 - Print: Identify regional and community opportunities and develop a plan for releases
 - Newsletter: develop annual content plan; coordinate articles with staff and volunteers
 - Radio: Identify regional and community broadcast opportunities and implement a promotion plan
 - Social Media Marketing: Facebook & Instagram / Website / Internet Listings
 - Research and optimize leading social networking tools supporting the marketing strategy
 - Refresh social media w/ new information, links, events, and stories 2-3 times/week

- Plan, create, and implement content; plan approved by the Executive Director
- Measure access and click through for each online community once per month
- Monitor Nature Center listings on external websites, i.e. Explore MN, SEEK, etc.
- Website: maintain fresh content including but not limited to - history, phenology, donations, photos and narrative stories, relevant news, building use
- Additional duties, as assigned.

Qualifications

- Previous experience and/or education directly related to job responsibilities;
- Computer user skills: Office Suite – word processing, spreadsheets; data base entry; social media and website site content development and update;
- Physical demands: repetitive keyboard use; copier and printer maintenance; occasional lifting of 20 lbs items to a rare 50 lb items;
- Very good oral and written communication skills.