

Immediate Opening

Ney Nature Center
Program & Marketing Coordinator, 40 hrs/wk

This position develops, coordinates and presents environmental education and natural history interpretive programs to the public, as well as marketing the Ney Nature Center, educational programs and special events. Requires: proficient Microsoft office skills, excellent organizational, customer service & communication skills. Must enjoy working with diverse age groups.

Submit resume to Becky Pollack, Exec. Director, info@neycenter.org or Ney Nature Center, PO Box 93, Henderson, MN 56044 www.neycenter.org

EOE

Name of Organization: Ney Nature Center
Title of Position: Program & Marketing Coordinator
Reports To: Executive Director
Hours: Full-time position – up to 40 hours/week

General Responsibilities for Program Coordinator:

- Maintain environmental education materials and equipment
- Oversee scheduling of program activities and events occurring at the Ney Nature Center
- Assist with visitor services duties
- Work within the set program budget
- Coordinate the design and development of educational displays and informational kiosks for the facility
- Represent the Ney Nature Center's in a variety of public forums, articulating long-term goals, and providing interpretation/learning opportunities that promote the Ney Nature Center mission and vision
- Manage program registration process and maintain program attendance records and statistical data

Field Trips & Group Programs:

- Develop, plan, and conduct environmental education, informational and interpretive programs for school field trips and groups
- Provide training for volunteers who help with the field trips and group programs
- Develop and implement an outreach program for school programs, community education and community groups
- Build relationships with schools and groups and recruit schools and groups to our program as capacity allows

General Public:

- Develop, plan, and conduct environmental education, informational and interpretative programs for the general public. i.e. summer daycamp, members-only events, hikes, special interest hikes
- Organize special events like Fall Festival, Maple Syruping Kickoff, Monarch Tagging

General Responsibilities and Primary Tasks for Marketing:

- Advise and carry out marketing strategies for all programs as directed by the Executive Director
- Gather stories/experiences of members and program participants for marketing, fundraising, and newsletter
- Build and maintain a photo database
- Monitor Nature Center listings on external websites, i.e. Explore MN, SEEK, etc.
- Oversee and create marketing materials for specific programs (i.e. Spring Fling, Fall Festival) and campaign topics (i.e. funding campaigns, public awareness) as needed (brochures, flyers, posters, videos, etc.)

Social Media:

- Keep Facebook page and other online communities up-to-date w/ new information, links, events, and stories 2-3 times/week
- Plan and create content agreed upon by the Executive Director for each online community
- Measure progress for each online community once per month
- Engage with online communities regularly
- Research and utilize future social networking tools that support the Ney Nature Center's Marketing Strategy

Press Releases:

- Compose and send releases concerning events/public interest items to the news media

Newsletter & Website:

- Newsletter - Coordinate articles by staff and volunteers
- Website - Work with other staff members to keep the site clean, up to date, and current with timely news items and stories, focusing on the specific webpages: Coming Events, Events & Programs, Calendar, and News.

Other duties as directed by the Executive Director.**Required Qualifications:**

- Knowledge of Minnesota and regional native plants and plant communities, Minnesota wildlife (with a focus on local), and environmental education practices and principals
- Degree in education, science, natural resources, recreation, history, or related field
- In-depth knowledge in one or more of the following subjects: ecology, botany, ornithology, mycology, entomology, zoology, geology and/or environmental education (academic training in one of these or a related field preferred)
- At least three months interpretive experience at a nature center, nature camp, or

similar venue

- Demonstrated ability to work well with children, adults, and diverse populations
- Excellent communication skills including ability to write, listen and speak publicly in a clear, professional and engaging manner
- Demonstrated competence in verbal communication, particularly the ability to present information, ideas, directions, etc. in a clear and concise manner
- Ability to work effectively with co-workers and supervisors to achieve the goals of the program
- Demonstrated enthusiasm for the outdoors and outdoor education, even when conditions are challenging
- Flexibility and ability to deal with unexpected and quickly changing nature of outdoor activities and children
- Demonstrated professionalism as related to the field.
- Ability to effectively engage in behavior management in order to maintain students' interest and participation in outdoor classes and activities
- Ability to work flexible hours (some evenings, weekends, and holidays)
- a valid Minnesota driver's license
- able to lift up to 50 lbs
- Current First Aid certification or the ability to obtain certification upon hire

Preferred Qualifications:

- Experience as an educator, program staff, naturalist or related position at a residential outdoor education center, nature center, or similar facility
- Ability to convey information about environmental topics without bias and with the goal of encouraging lifelong learning
- Experience in preparing lesson plans, outlines, or guides in preparation to teach or facilitate activities
- Ability to manage work time effectively and with little supervision to ensure preparedness and project completion
- Experience leading or facilitating groups in team-building activities
- Demonstrated initiative to go above and beyond minimum assigned duties

WORK ENVIRONMENT: Work is performed inside and outside buildings. The work requires some physical exertion such as long periods of walking, standing, crouching, or riding over rough, uneven, swampy, or rocky terrain. There may be intermittent exposure to varied weather conditions on the worksite that occasionally necessitates the use of cold weather gear, rain gear, gloves, etc. This position may involve driving a vehicle and lifting up to 50 pounds.