



CALVIN

ECOSYSTEM PRESERVE

Communications Assistant Job Description

Title: Communications Assistant

Pay Level & Current Wage: Omega – (\$9.60 2018/2019 academic year)

Typical Length of Employment: Academic Year Summer Other

Number of Positions: 1

Department: Calvin College Ecosystem Preserve

Locations: Bunker Interpretive Center

Supervisor: Jeanette Henderson, Program Manager – jmh46@calvin.edu

Schedule: 5 to 8 hours a week. Majority of hours are scheduled during the week. Some evening and Saturday work required occasionally.

Purpose of Position (Summary): To assist the Program Manager and Department Assistant with communications and marketing for the Ecosystem Preserve and visitor services at the Bunker Interpretive Center. Specifically, this person is responsible for the curation of social media content and growing the Preserve's online presence.

Primary Responsibilities:

Communication and Marketing

- **Social Media**- Assist with development and management of all platforms of social media for the Ecosystem Preserve. Includes gathering, editing, creating, and scheduling content to multiple sites as well as tracking analytics and evaluating performance with the goal of increasing online visibility and increasing our audiences. Also includes posting programs, events, and volunteer opportunities to online media calendars.
- **E-Newsletter & Email Communications**- Assists with researching, writing and editing content for e- newsletters and email communications.
- **Photography & Video Production**- Takes photos, produces videos, edits and organizes digital collection.
- **Print Materials**- Assist the team with the develop of public relation and promotional materials including creating and distributing program posters, onsite event signage, and handouts.

- Other tasks as assigned.

Visitor Services

- Assist visitors to the Bunker Interpretive Center and the Preserve by welcoming them and answering questions.
- Answer the telephone, emails, social media communications and/or direct questions to appropriate people.
- Onsite staffing for the Bunker Interpretive Center. This includes opening and closing the building and assisting faculty/staff and visiting groups with AV requirements during events.
- Perform light cleaning duties to maintain a clean and inviting presentation inside the BIC such as tidying up educational displays, dusting, sweeping, recycling etc. as needed.

Secondary Responsibilities (dependent on availability and skill level):

Education and Exhibits

- Assist with writing interpretative text and designing educational signs and displays for the Bunker Interpretive Center. This includes researching, writing, proofreading, and laying out text, photographs and images in an attractive, engaging and informative way.

Required Skills/Experience/Qualifications:

- Demonstrated proficiency in using a variety of social media platforms (Facebook, Instagram, etc.) and/or a strong desire to learn how too.
- Excellent written and verbal communication skills with an aptitude for writing, proofreading, and editing strongly desired. Ability to write in a friendly and approachable manner.
- Must have strong organizational skills and have the ability to manage multiple projects at the same time.
- Exhibit a willingness, curiosity and an excitement to learn about the ecology and natural history of the flora and fauna of West Michigan.
- Must be able to work both independently and collaboratively.
- Needs to be self-starter with the ability to take initiative. Be willing to offer “fresh ideas.”
- Competency in using Microsoft Office Suite and Google Apps.
- Passionate about caring for God's creation and commitment to the Ecosystem Preserve's mission.

Preferred Skills/Experience/Qualifications:

- College-level coursework in marketing, communications, public relations, photography, graphic design or journalism preferred.
- Familiarity with using Canva, Adobe Creative Suite software or other graphic design software is a plus
- Familiarity with video editing software is desired
- Interested in working multiple semesters.

Physical Requirements: Assistants will work both in a general office setting and outside in the preserve. They also must have tolerance for working outdoors in a variety of weather conditions and exposure to biting insects, poison ivy, thorns, etc. They need to be able to walk over rough narrow paths, wood-chipped trails, muddy areas, grassy fields, and walking on uneven paths, etc.

Benefits:

- This position provides valuable professional experience for college students interested in becoming a communication coordinator or graphic designer at a nonprofit organization, naturalist, interpreter, park ranger, curator at a museum, aquarium or zoo, camp director outdoor recreation manager, etc.
- Learn more about community outreach, engagement, fundraising, events, marketing and nonprofit development.
- Get a behind the scenes look at what makes our organization work and gain knowledge and increase skills in your program area.
- Earn a great reference.
- Enjoy spending time outside.
- Learn about scientific research and environmental education at the Preserve.

How to Apply: To officially apply for this position you must fill out an Ecosystem Preserve Student Employee Application online at www.calvin.edu/go/preserve (under Get Involved Section). Completed application and supporting documents need to be delivered to:

Jeanette Henderson, Program Manager at jmh46@calvin.edu or deliver them the mailbox outside of EI 114 Conference Room in the Bunker Interpretive Center

Additionally, please submit portfolio work if you have examples such as social media posts, graphic design work, photography, press releases, marketing materials, videos etc.

Application Deadline: Rolling- You are welcome to apply at any time to be considered for future positions when they open.

Opening for Spring 2019- Applications received by 5 pm on Friday, Feb 1, 2019 will be given full consideration. Interviews begin the week of Feb 4, 2019