



ANTRIM CONSERVATION DISTRICT
4820 Stover Road Bellaire MI 49615
231-533-8363 www.AntrimCD.org

Position Description

Education & Outreach Specialist

POSITION SUMMARY

The Antrim Conservation District (ACD) is seeking an enthusiastic and community-minded Education & Outreach Specialist to expand public engagement with the District and its conservation programs. This position will develop and coordinate educational programming, build and manage a strong volunteer network, organize community events and fundraisers, and oversee the District's communications, including its newsletter, social media, and website. The Education & Outreach Specialist will serve as a representative of the ACD and work to increase awareness, participation, and support for conservation efforts throughout Antrim County.

COMPENSATION

The Education & Outreach Specialist is a full time, 40 hours/week, FLSA non-exempt position with a pay range of \$20-\$25 per hour commensurate with experience. Benefits include paid holidays, paid sick and vacation, retirement, and a health insurance package including dental and vision.

WORK LOCATION

Antrim Conservation District Office – 4820 Stover Road, Bellaire, Michigan, with fieldwork in the surrounding counties, as necessary. Overnight or weekends work will be required based on events, meetings, training or other work related activities.

RESPONSIBILITIES AND DUTIES

Education & Programming

- Develop and maintain a consistent schedule of educational programs, workshops, presentations, and community events.
- Coordinate programs for schools, community organizations, landowners, families, and the general public.
- Develop engaging educational materials and activities related to conservation, natural resources, recycling, water quality, invasive species, and other District programs.
- Coordinate with ACD staff, partner organizations, agencies, and outside presenters to provide high-quality educational opportunities.
- Evaluate program participation and effectiveness and make recommendations for improvement.

Volunteer & Community Engagement

- Develop and maintain a strong volunteer base to support ACD programs, events, conservation projects, and fundraising activities.
- Recruit, train, schedule, and recognize volunteers.
- Develop opportunities for community members to become actively involved in District programs.
- Build relationships with schools, municipalities, nonprofits, businesses, civic organizations, and other community partners.
- Represent the ACD at community events, fairs, farmers markets, meetings, and other public gatherings.

Fundraising & Events

- Plan and coordinate fundraising events and campaigns to support District programs and operations.
- Develop new fundraising opportunities and community partnerships.
- Assist with sponsorships, donations, event promotion, and donor outreach.
- Coordinate logistics, volunteers, promotional materials, and follow-up for District events.

Communications & Public Relations

- Manage the ACD's social media presence and develop a consistent content calendar.
- Write, edit, and coordinate the District newsletter.
- Maintain and regularly update the ACD website.
- Develop flyers, brochures, press releases, presentations, and other promotional and educational materials.
- Promote ACD programs, events, volunteer opportunities, and conservation resources.
- Maintain a consistent and professional public image for the District.

Administrative & Organizational Support

- Maintain calendars, program schedules, volunteer records, and outreach contacts.
- Track participation, volunteer involvement, fundraising results, and other outreach metrics.
- Assist with grant applications and reporting related to education and outreach activities.
- Prepare periodic reports for the Executive Director and Board of Directors.
- Assist other ACD staff with public engagement and program-related activities as needed.
- Perform other duties as assigned.

QUALIFICATIONS

Required:

- Excellent written and verbal communication skills.
- Strong organizational and time-management skills.
- Ability to work independently and manage multiple projects and deadlines.
- Ability to communicate effectively with people of different ages, backgrounds, and levels of knowledge about conservation.
- Strong interpersonal skills and the ability to build positive relationships with community members and partner organizations.
- Experience with social media and basic website content management.
- Ability to work occasional evenings and weekends for programs and events.
- Valid driver's license and reliable transportation.

Preferred:

- Degree or relevant experience in environmental education, natural resources, communications, education, marketing, or a related field.
- Experience developing and presenting educational programs.
- Experience recruiting or coordinating volunteers.
- Experience planning events or fundraising campaigns.
- Experience working with conservation, environmental, agricultural, or natural resource organizations.
- Experience with graphic design, photography, email marketing, or website management.
- Proficient in the use of Microsoft Office, Google Suite, Zoom, Mailchimp, ArcGIS and other business software platforms.

PHYSICAL REQUIREMENTS

- Must possess the visual and auditory ability to identify and respond to environmental and other hazards related to fieldwork.
- Ability to lift and carry up to 50lbs.
- Able to work efficiently outdoors in varied conditions and terrains. Frequent standing, walking, walking on uneven surfaces, carrying, pushing, bending, kneeling, reaching, twisting, turning, and repetitive movements may be required.

ADA COMPLIANCE: This position description is intended to describe the general nature of the work being performed by the employee assigned to the position. It is not an exhaustive list of all the essential functions of the position and its related duties and responsibilities. Employees must be able to perform all essential functions of the position with reasonable accommodation. The ACD reserves the right to amend the essential functions of this position to meet organizational needs as necessary.

Employee Printed Name Employee Signature Date

Executive Director Printed Name Executive Director Signature Date

The Antrim Conservation District is an equal opportunity employer and does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy, sexual orientation, gender identity and gender expression), national origin, genetic information, political affiliation, marital status, familial status, veteran status, height, weight, or other non-merit factors.