

Public Relations Director

Job Description

The Public Relations Director is responsible represent the Friends of Sleeping Bear Dunes, its mission and its projects to the public with the purpose of generating support in the form of volunteers and donations. The public outreach includes print media, social media, and web site.

The duties of the Public Relations Director include:

- Work with the Board of Directors to develop an annual Public Relations plan.
- Maintain an active social media presence on several platforms.
- Maintain an active and up-to-date the Friends web site.
- Continue regular e-mail blasts with current information about programs and visitor activities. Solicit for funding and volunteers as requested by Fund Development or Program Coordinators.
- Develop relationships with local news outlets and provide press releases and interviews to them on a regular basis.
- Publish an annual newsletter in November.

Required Experience

- Communication skills
- Organizational skills
- Experience with various IT tools
 - MailChimp for e-mail blasts
 - Word Press for web site
 - Facebook for social media
 - Instagram for social media
 - Flickr for photographs

Required Training

Some classes may be provided by NMC or NorthSky Non-profits

Time Commitment

20 hours per week