

SBHT IMAP Manager

Job Description

The interactive map (IMAP) for the Sleeping Bear Heritage Trail (SBHT) was developed to provide an electronic map for trail users and an opportunity for local businesses to be on the map and support the trail through annual donations.

The IMAP Manager makes updates on facilities added to the SBHT, new photos of the trail, and new business sponsors. The IMAP Manager also works with the Public Relations Director to raise awareness of the IMAP through e-mail, newsletters, social media, etc. to increase use of the IMAP.

The IMAP Manager sends a report on the number of business sponsors and the total donations received to the SBHT Director to be included on the Executive Committee or Board of Directors information packet.

Required Experience

Communication skills
Internet and web development skills
Photography

Required Training

Provided by Friends of Sleeping Bear Dunes

Time Commitment

16 hours per week in the spring to get local businesses signed up. Very little maintenance is required through the year unless new features or a new segment of trail is added.