

Communications Director

Job Description

The Communications Director is responsible for representing 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 a monthly newsletter, social media, the Friends website, and print media

The duties of the Communications Director include:

- Work with the Executive Committee, NPS staff, Board of Directors, program managers, and other stakeholders to plan regular, coordinated communications:
 - Develop an Annual Theme Calendar that identifies both recurring activities and new initiatives
 - Monthly, in concert with the Communications Team, develop a detailed schedule of postings and messages through the various Friends communication channels.
- Coordinate the activities of the Communications Team members to ensure that messages through the various channels are on-point and consistent. Promote cooperation and sharing of content among the team members.
- Ensure that the quality of Friends communications meets high professional standards.
- Recruit and develop volunteer members for the Friends Communication Team.

Required Skills and Experience

- Communication skills
- Organizational skills
- Experience with various communication and information tools
 - Constant Contact for e-mail blasts
 - Word Press for website content
 - Facebook for social media
 - Instagram for social media
 - Flickr for photographs
 - DonorSnap for member records

Required Training

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

Time Commitment

10 hours per week

Revised 2/3/2022