

JOB DESCRIPTION

Job Title: Communications Associate
Location: Mississippi Park Connection/ National Park Service Office - Saint Paul, MN
Reports To: Development and Communications Manager
Type: Full Time (40 hours/week)
Salary: \$16.50/hour

Position Description: Mississippi Park Connection seeks a full-time Communications and Administrative Associate to execute communications for MPC's website, social media, publications, events, brand materials, and merchandise. In addition, the position will assist with general business activities including database management, event support, and customer service.

Job Duties and Responsibilities:

- Coordinate the design, printing, and mailing of publications, in collaboration with staff from Mississippi Park Connection and the National Park Service.
 - Publications include: monthly e-newsletter, bi-annual newsletter, brochures, flyers, and public program invitations.
- Coordinate Mississippi Park Connection's digital communication platforms.
 - MPC website (Wordpress), blog, MailChimp, and social media channels including Facebook, Twitter, Instagram, etc.
 - Support the Social Media Manager at the National Park Service with broader social media campaigns.
- Coordinate marketing of public events and activities.
 - Using channels mentioned above promote events and activities, set up and manage registration using Eventbrite, and coordinate photography.
- Support PR and marketing contract staff and assist with larger campaigns.
- Assist with communications to members and donors in coordination with Development and Communications Manager.
 - Gift acknowledgment, bulk mailings, member e-news communications, database support (Salesforce).
 - Mississippi Park Connection annual report.
- Assist with communications to volunteers in coordination with Environmental Stewardship and Volunteer Manager.
 - Volunteer service acknowledgement, volunteer e-news communications, database support, and recruitment.
 - Promotion of large volunteer events including: National Public Lands Day, the Big Sit, Earth Day Events, and River Action Volunteer Events.
- Oversee volunteer ambassadors program
 - Communicate with volunteers to staff tables at large events such as the Minnesota State Fair, Mill City Farmer's Market, etc.
- Provide excellent and professional customer service for special events.
 - Responding to inquiries to Mississippi Park Connection's general email address, answering and making phone calls, and communicating with event attendees before and after programs.
 - On occasion, communications associate will also be expected to attend events, including some weekends and evenings.
- Procure MPC merchandise as needed for online store, member premiums, and special events.

Desired Qualifications:

- Bachelor's degree in Communications, Business Administration, Marketing, English, or equivalent experience.
- Knowledge of Microsoft Office, Google Suite, Event Brite, WordPress, and Salesforce applications (or similar) or demonstrated ability to learn new systems quickly.
- Experience managing social media accounts on behalf of an organization, club, or team with demonstrable metrics.
- Ability to work on a team or independently and enjoy an entrepreneurial environment.
- Ability to independently respond to common inquiries from volunteers, staff, program participants, and other members of the community.
- Strong interest in working with people from different backgrounds, life experiences, and cultures and in promoting the diversity of stories that the Mississippi River offers.
- Ability to effectively communicate by telephone and email
- Excellent customer service skills with external and internal stakeholders.
- Familiarity with email marketing, constituent relationship management, and website administration systems strongly preferred.
- Familiarity with adhering to organizational brand standards.
- Excellent writing skills.
- Experience with Adobe Creative Suite a plus.
- Must be able to work flexible hours including some evenings and weekends, as well as a willingness to work outdoors at events.

Please send a cover letter, resume, and two references no later than December 3, 2017 to Anna Waugh, Development and Communications Manager, awaugh@parkconnection.org.

About Mississippi Park Connection
(www.parkconnection.org)



Mississippi Park Connection is the charitable, nonprofit partner of the Mississippi National River and Recreation Area. Our mission is to strengthen the enduring connection between people and the Mississippi River by enriching the life of the river and the lives of all who experience our national park, the Mississippi National River and Recreation Area.

We do this by:

- Raising funds in support of the park's education and stewardship programs;
- Increasing awareness of our national park and the Mississippi River;
- Providing community connection, expertise, advocacy and inspiration for the park.

Private philanthropy has played a major role in advancing the national parks and the National Park Service. At present, more than 200 "friends groups" are working in partnership with U.S. National Parks to protect, preserve, and enhance the nearly 400 units of the system for the benefit of all Americans.

About the Mississippi National River and Recreation Area
(www.nps.gov/miss)



In 1988, a National Park was created in the Twin Cities to preserve, protect and enhance the significant values of the waters and land of the Mississippi River within the Twin Cities metropolitan area. Known as the Mississippi National River and Recreation Area, the park extends for more than 70 miles along the river, running directly through the metropolitan area (the park corridor begins in Ramsey and Dayton and ends just south of Hastings). The park provides leadership, acting as a facilitator and coordinator, in promoting a

common vision for river corridor management among 25 municipalities and numerous partner agencies and organizations, whose responsibilities intersect.