



# LOON CENTER

## Communications and Outreach Coordinator

The National Loon Center in Crosslake, MN is searching for a dynamic communicator to expand our communications and outreach impact. This talented individual will have a chance to do a bit of everything in a rapidly growing organization, but their primary responsibility will be to engage audiences across the state and country in the protection of loons and freshwater habitats. We have compelling stories to share about our current work and exciting plans to build a world-class facility dedicated to loon and freshwater research and education. The ideal candidate will be well-rounded and eager to tackle a variety of mission-supporting tasks. This high-profile position will provide a platform for advancement as an early member of our core team. The role also includes the exciting opportunity to manage The Nest at Crosslake Town Square, our visitor center and gallery already welcoming 100+ guests per day.

### Primary Responsibilities

- Engage the public and partners in NLC's mission
- Design and edit e-newsletters, educational materials, fact sheets, brochures, news releases, annual reports and related communications
- Create social media content and partnerships across channels
- Work with local, regional and national media outlets to generate earned and paid coverage
- Manage the nationallooncenter.org website
- Manage all inquiries to info@nationallooncenter.org email and phone messages
- Support fundraising by generating and/or editing content and communicate with donors
- Produce video segments for social media and website use
- Manage The Nest's operations, including retail and inventory strategies, personnel/volunteer coordination, revenue maximization and educational materials and exhibits
- Work collaboratively with public and private partners on co-promotions
- Plan and deliver NLC outreach programs and presentations to schools, lake associations and other groups

### Additional Responsibilities

- Assist with day-to-day office operations as needed
- Lead the organization and execution of NLC events
- Represent NLC at high-leverage outreach events
- Support program and research efforts

### Organizational Overview

The National Loon Center in Crosslake, Minnesota aims to restore and protect loon breeding habitats, enhance responsible recreation, and serve as a national leader in advancing loon and freshwater research and education. The National Loon Center's world-class facility, slated to open to the public in the spring of 2024, will be an interactive and family-friendly educational destination that transforms visitors into champions for loons and freshwater everywhere. To learn more about the National Loon Center, please visit [www.nationallooncenter.org](http://www.nationallooncenter.org).

## **Desired Skills and Qualifications**

- Passion to embody and engender loon and freshwater conservation ethics and actions
- Excellent public speaking and written communication skills
- Knowledge of current conservation issues and desire for ongoing education
- Knowledge of media communication strategies, tools, best practices, and trends
- Organized, efficient and productive professional
- Ability to work confidently and decisively
- Ability to inspire contractors and partners to deliver timely products
- Interest in interpersonal/team dynamics and empathetic disposition
- Effective social media communicator
- Proficiency with Google Workspace tools, Mailchimp, Square, Zoom, Adobe Creative Suite, Canva, WordPress, Medium, and GrowthZone
- Diplomatic, with a proven ability to engage effectively with diverse audiences

## **Position Type**

- Full-time exempt (salaried)
- Available immediately and will remain open until filled
- Includes some weekend work, which will be offset by corresponding time off Monday-Friday
- Reports to Executive Director

## **Compensation**

Competitive salary and benefits, including health insurance, vacation days and paid time-off.

## **Employment at National Loon Center**

As part of an organizational start-up arrangement, our partner, the Brainerd Lakes Area Chamber of Commerce, is serving as the contract employer of National Loon Center staff. The Chamber is an equal opportunity employer.

## **Diversity, Equity, and Inclusion**

The National Loon Center is committed to advancing diversity, equity, and inclusion in all forms. We place a high value on inclusion as a defining element of our mission and character. We will foster and maintain a safe workplace for employees and welcoming environment for all guests.

## **Ability to Commute/Relocate**

Candidate must be able to commute reliably or relocate before beginning employment. While some remote work may be possible, this position requires significant on-site work.

## **Application Process**

Please email your cover letter, resume and three professional references as a single PDF document to [jon@nationallooncenter.org](mailto:jon@nationallooncenter.org) with the subject line: "NLC Communications and Outreach Coordinator."