

# INDIAN RIVER LAKES CONSERVANCY

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## Marketing & Administration Coordinator

The marketing and administration coordinator of the Indian River Lakes Conservancy (IRLC) is a part-time position and is appointed by and reports to the executive director.

❖ On a day to day basis (s)he will work primarily with and for the executive director. The marketing and administration coordinator is responsible for a wide range of marketing, communications, and administrative programs that directly impact the efficiency and effectiveness of the IRLC. The coordinator will have significant responsibility for the development and implementation of the following programs and activities:

### ➤ Marketing

- As the marketing coordinator (s)he will be responsible for the continued development and expansion of the IRLC's social media platforms to ensure the servicing community receives consistent and relevant information regarding education programs, environmental conservation efforts, recreational activities, and other current IRLC events.
  - This person will manage all electronic social media platforms to include IRLC website maintenance and development, and social media outreach.
  - This person will be responsible for all direct mailing and email communications to include newsletter layout and publication as well as bulk emailing through Constant Contact.
  - This person will be responsible for all event promotion such as press releases, flyer design and distribution, and public digital calendar updates.
  - This person will be responsible for coordinating, setting-up and attending both internal and external events.

### ➤ Administration

- As the administration coordinator, (s)he will be responsible for a wide range of administrative activities designed to support and enhance the IRLC's ability to operate effectively and efficiently.
  - This person will ensure that the IRLC has appropriate administrative procedures in place that are consistent with Land Trust Alliance Standards, Practices, and Accreditation requirements, and that all policies and procedures are within relevant state and federal regulations.
  - This person will update and maintain the donor and member database, track all financial records, manage scholarship awards, and will serve as the recording secretary at board meetings.
  - This person will play a major role in the IRLC's reaccreditation preparation while working closely with the IRLC executive director, coordinating the internal review process, managing remedial actions, and interacting with the accreditation review team.
  - This person will answer phones, take memos, and cordially greet guests at the IRLC office.
  - This person will be responsible for office automation, networking and ordering office supplies.
  - This person will serve as the administrator for IRLC's Google for Nonprofits account and Google Suites, to include Google AdWords, Google Business, and Google Admin Console.
  - This person should be tech-savvy with experience and knowledge of Microsoft Office, DonorPerfect, QuickBooks, Google Suite, Word Press, and Creative Cloud.

❖ All these programs are focused on achieving three primary goals. The first is to create a broad, clear public understanding of the IRLC's conservation, education and recreation activities and goals. Second is to increase public awareness of the value of active conservation efforts by everyone in the ecologically unique and important Indian River Lakes area. Lastly, the coordinator will play a crucial role in strengthening IRLC's ability to establish the strong enduring level of public involvement through membership, volunteerism and fundraising while ensuring the IRLC maintains LTA Accreditation standards that are necessary for the Indian River Lakes Conservancy to become a sustainable organization.