



Title:	Education Outreach Assistant
Reports to:	Education Director
Classification:	Full-time (35 hrs/week), non-exempt
Working Schedule:	Primary work-week, Tuesday-Saturday
Pay Range:	\$17-\$18/hour
Application Deadline:	until filled

Position Description

The *Education Outreach Assistant* position supports the message of the GRNA mission through a blend of educational interactions and outreach strategies. This position requires an energetic and creative individual who is comfortable in front of a crowd, on the trail, as well as working at a computer. He/She/They will work alongside the education director to create, implement, and lead educational programming for all-ages, on and off-site. They will also work with the full GRNA team to oversee and implement program promotion efforts for the organization. The ideal candidate will have a deep desire to support the organization's mission and make a positive impact on the people they work with. The primary work location is the Grass River Center in Bellaire, Michigan, with some off-site programming.

Education & Programming: (70%)

- Develop, organize, and present engaging nature-based programming for all-ages both on and off-site, including some specialized tours like kayak tours
- Assist with school field trip programs and camp programs as needed
- Exhibit excellent customer service to visitors and callers to the GR Center and provide high-quality and accurate information
- Design and maintain displays and educational exhibits.
- Serve as the coordinator of GRNA's larger public events (Maple Fest, Autumn Fest, Fen Fest, Lighting of the Bridges, 5k races) with assistance from volunteers.
- Perform equipment rentals, bookstore sales, event registration, and general maintenance and up-keep of the Grass River Center.
- Provide regular reports to administration and the GRNA board of directors on current education and outreach statistics and trends.

Communication Outreach Duties: (30%)

- Manage public outreach events by scheduling, coordinating, and attending (if necessary)
- Assist with the communication strategy for organization, including print, radio, television, and social media marketing.
- Assist in developing strategies for promotion of GRNA, Inc. programs, including identifying target audiences and the most effective methods of reaching those.
- Develop publicity materials and write press releases and other promotional copy.
- Maintain and update (weekly) the GRNA website.
- Assist in the creation of the monthly *In Otter News* for email subscribers.

Job Qualifications:

- Commitment to GRNA's mission
- Bachelor's Degree in a related field or a minimum of 2 years of experience in a similar environment or role
- Interest and knowledge in the natural sciences and/or education field
- Experience working with adults and children in an outdoor educational setting
- Comfortable being outdoors in all conditions
- Some experience paddling a kayak is preferred
- Excellent verbal, written, time management and organizational skills
- Deadline and detail oriented
- Ability to work well under pressure and handle multiple projects simultaneously
- Technically proficient in Microsoft Office Suite with desire to learn new software as required
- Experience with Adobe, Google Workspace, Microsoft Office, social media platforms (Facebook, Instagram, etc.), and email/marketing platforms (Mail Chimp, Constant Contact, etc.)
- Cooperative attitude, willingness to learn, team-approach
- Ability to maintain a flexible work schedule, including weekends and some evenings, with a primary work week of Tuesday through Saturday

Compensation:

Full-time (35/hrs week), non-exempt position with an hourly rate of \$17-\$18/hr commensurate with background and experience. Other benefits include the option to participate in a Simple IRA plan with a 3% employer match, generous paid time off, a flexible working schedule, and employee discounts on programs and at the gift shop.

Grass River Natural Area Mission Statement: to manage the Grass River Natural Area, conserve and protect its watershed and provide opportunities that increase knowledge, appreciation, and community-wide stewardship of the natural environment.

To apply: Email the following documents to James Dake, Education Director

James@grassriver.org

- Cover letter & resume
- List of three professional references: name, address, affiliation, title, phone number & email address.