



THE STEWARDSHIP NETWORK COMMUNICATION & ENGAGEMENT MANAGER

3/4 Time Position

Possibility of remote work

In person office – Ann Arbor, MI

Salary \$40,000 to \$55,000 depending on experience

Health and retirement benefits

POSITION DESCRIPTION

This position promotes The Stewardship Network's programs and services, enhances the Network's visibility and branding, reaches a wide variety of audiences, and drives donor support for the organization. The Communication & Engagement Manager (CEM) is responsible for creating a broad range of public relations and digital marketing activities that supports the strategic direction and positioning of the organization. This individual will develop relationships with key partners, including our member communities. Within the Network, the CEM sets the appropriate tone for a "communications culture" and ensures the quality of the Network's varied and integrated marketing and communications activities including: brand building, campaign management, print publications, photo and video production, digital media (website, E-news and other online communications and social media), traditional media and public relations.

RESPONSIBILITIES

- Develop and implement innovative and creative content across all communication platforms, including website, social media, conference materials, press releases, and collateral materials
- Develop and implement digital marketing campaigns
- Report to COO and collaborate with TSN staff, including graphic designer and webmaster, to ensure a cohesive story across the organization
- Social Media:
 - Create and/or regularly maintain relevant social media accounts
 - Coordinate mutually beneficial social media strategies with our partners
 - Deliver quarterly reports for engagement on each social account
- Ensure that TSN initiatives and events (webcasts, challenges, conference, etc.) are well-marketed
- Work with TSN team to plan and execute communications aspects of projects and programs
- Develop relationships with TSN's member communities and ensure that their events (workshops, volunteer days, etc.) are well-marketed

- Support the rest of the TSN team by reviewing and editing materials such as grant applications, reports, etc. when needed
- Assist with annual fundraising campaigns
- And of course, the catchall, other tasks as needed 😊

Profile of the Successful Candidate

The Stewardship Network is known for several core competencies: its partnership acumen, focus on collaboration, commitment to quality and excellence in every area of work, entrepreneurial spirit, and customer service. We believe in a culture of “service leadership” and the ability to lead staff, volunteers, and partners with grace, humility, and a high level of emotional intelligence; comfortably share credit and gratitude; achieve agreement with evenness and good will; bring graciousness even to the hardest challenge, problem, or issue. The CEM will relish being part of a small, growing team during a time of institutional growth. The CEM will not only have these competencies, but will also contribute to the strength of the Network in the depth and execution of them.

More specifically, the Network seeks a seasoned professional who has:

- Bachelor’s degree in journalism, communications, marketing, or equivalent work experience
- Five to ten years of experience in marketing, communications, or equivalent work experience
- Experience in a non-profit educational or cultural setting preferred
- Knowledge of environmental stewardship and/or passion for the outdoors a plus
- Passion for the Network’s mission: To connect, equip, and mobilize people and organizations to care for land and water through shared experiences, knowledge, and resources.
- Experience in digital campaign management
- Excellent written, oral, interpersonal, and presentation skills
- Extensive writing and editing experience
- A track record for translating strategic thinking into action, with a reputation for inspiring creative thinking and fostering problem solving
- Demonstrated leadership in creating, implementing, and evaluating a multiyear, institution-wide marketing and communications plan
- A collaborative and collegial orientation, combined with institutional savvy
- An energetic, flexible, collaborative, and proactive approach; a teammate who can contribute positively and productively.
- Knowledge of trends and best practices in marketing and public relations
- Experience working on websites, photos/video, social media platforms, digital marketing, etc.; understands how to analyze and evaluate the impact of these technologies
- Experience in building a program from the ground up
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution

- Excellent attention to detail and follow through and undaunted by tedious tasks
- Confidence and rapport to gain credibility and respect of the Network's partners
- The ability to make decisions in a changing environment and anticipate future needs
- Mental and emotional flexibility to work on an exceptionally collaborative team
- Unafraid to ask for help or seek clarity when necessary
- A personal and professional style that maintains good will, collegiality, and trust with all partners, staff, and key community stakeholders
- The ability to work with a wide range of cultures

To apply:

- Send cover letter, resume, writing sample, and three professional references to: jobs@stewardshipnetwork.org with Communication and Engagement Manager in the subject line.
- All applications must be submitted by midnight on October 1st.

The Stewardship Network (TSN) is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind: TSN is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. Employment decisions at TSN are based on the mission-impact needs, job requirements and individual qualifications, without regard to race, color, religion or belief, sexual orientation, gender identity, national origin, family or parental status, or any other status that would distinguish you as an individual human. TSN will not tolerate any form of discrimination or harassment.