

Available Position: Outreach Coordinator

Part-time / Year Round / Average 20 HRS Week

Pay rate: \$20-\$25/hr depending on skills and experience

Hybrid: Remote work, on-site at [Neilson Spearhead Center](#), in the community



Do you have a passion for connecting people with nature? Join the Mississippi Headwaters Audubon Society in helping people of all ages to *“develop a sense of wonder and joy for nature and the importance of wild places”*.

Who We Are: The [Mississippi Headwaters Audubon Society](#)

The Mississippi Headwaters Audubon Society (MHAS) is one of Bemidji’s most enduring environmental conservation organizations. We were founded through the efforts of concerned local citizens who saw the need for a strong environmental voice in the early 1970’s. The majority of our activities are environmental education and outreach. Our mission; *“To foster personal connections to and stewardship of our natural world.”*

What We Do

- Manage a nature preserve called the Neilson Spearhead Center, 11 miles south of Bemidji, MN
- Host a nature camp called the "Young Naturalist Program" each summer where kids get a hands-on nature experience.
- Lead community projects and events that connect people with nature
- Advocate for local conservation of important habitats and ecosystems
- Provide opportunities for nature-inspired study and research

The Neilson Spearhead Center

The Neilson Spearhead Center is a 466 acre nature preserve encircling a pristine, 189 acre headwater lake with pine-hardwood forests, wetlands, and bogs. Development is limited to a few rustic buildings, trails, and boardwalks designed and maintained to keep the visitor’s focus on their natural surroundings and not the built environment. Visitors to the Neilson Spearhead Center can have a quiet, remote experience not commonly available at most other public parks or resorts.

Vision: The Neilson Spearhead Center is a ‘Walden Pond in the Northwoods’ - a place for experiential nature education, scientific research, quiet reflection, and contemplation; where one develops a sense of wonder and joy for nature and the importance of wild places.

Neilson Spearhead Center Goals

- Maintain the integrity of the natural communities present on the Neilson Spearhead Center property.
- Provide and be a resource for education in environmental science, nature-based, experiential learning and personal growth.
- Conduct and be a resource for research in areas of environmental science.
- Provide opportunities to create personal connections and a sense of place with nature.
- Be financially sustainable and a valued contributor to the quality of our surrounding community.

Outreach Coordinator Position Purpose

The purpose of the Outreach Coordinator is to increase community engagement with the Neilson Spearhead Center, and increase MHAS revenue through developing volunteers, community partnerships, creating engaging programs, increasing facilities reservations, and promoting MHAS and Neilson Spearhead Center to the community.

The coordinator will have an active role helping the Board co-create a vibrant future for the MHAS and the Neilson Spearhead Center. They must have enthusiasm to continuously improve the Neilson Spearhead Center as a place *“to foster personal connections to and stewardship of our natural world.”*

Primary Responsibilities

Partnership Development

- Develop and maintain relationships with schools, scouts, civic groups, other nonprofits, Neilson Spearhead Center neighbors, community leaders, etc.
- With a focus to expand the reach of MHAS and promote use of NSC facilities.
- Develop and maintain relationships with local business and organizations, including program and event sponsorship opportunities, and in-kind donations.

Program Development & Execution

- Organize and promote year-round events at Neilson Spearhead Center and in the community at-large.
- Ensure programs are in alignment with Board vision and educational goals (help develop these goals, as needed).
- Develop relationships with volunteer instructors. Ensure attendees experience nature as a source of inspiration and creativity for the arts, music, literature, history, and science.
- Help develop program sponsorships, donations and other revenue opportunities.

Marketing

- Website and social media management.
- Produce quarterly newsletters and monthly email marketing communications.
- Regularly update Neilson Spearhead Center kiosk signage.
- Promotion through local newspapers, radio, cable news, social media, etc.

Volunteer Management

- Identify volunteer opportunities.
- Recruit volunteers.
- Ensure consistent communications over time (sharing opportunities and thanks).

Facility Reservations

- Promote, explore leads, and secure confirmed reservations of Neilson Spearhead Center facilities.
- Follow up with contacts, ensure contracts and waivers are completed and digitally filed.
- Greet and orient groups to Neilson Spearhead Center property (develop a comprehensive familiarity of Neilson Spearhead Center site history, trail system, ecology, and nature sightings).

Community Outreach / Tabling

- Keep a pulse on opportunities for presence in the community.
- Produce and provide relevant information, materials, and activities to engage passers-by at these events.
- Connect with attendees and collect contact information with the goal of converting to MHAS supporters.

Supervision of Outreach Assistant or interns

- Hold weekly meetings.
- Assign tasks / review progress.
- Review time sheets.
- Ensure this role efficiently expands the capacity of the Outreach Coordinator.

Secondary Responsibilities (may be covered in part or whole by others)

Administrative Tasks / Oversight

- Providing staff support to the MHAS Board and Committees as needed.
- Provide recommendations and insights for organization strategy, working closely with the President and other Board members to coordinate various facets of MHAS work and ensuring progress toward organization goals.

Fundraising

- Partner with MHAS Board to generate increased revenue (above current baseline).
- Support MHAS Fund Committee in fundraising campaign.

Outreach Coordinator Qualifications

We are looking for a self-starter with a willingness to learn and grow in the position.

Essential Skills & Abilities

- Committed to the mission of MHAS and vision for the Neilson Spearhead Center.
- A passion and joy for finding ways to connect people with the natural world.
- Good relationship building skills and ability to interact effectively with all sorts of people; including visitors, partners, donors, Neilson Spearhead Center neighbors, and the Board.
- Strong verbal and written communication skills for presenting in the community, preparing public communication and publicity materials.
- Experience organizing volunteers, community projects, events, programs, and other group activities.
- Ability to reach out, engage, and mobilize groups or individuals.
- Enthusiasm for providing culturally responsive learning experiences for all ages and from diverse backgrounds.
- Working knowledge of standard software programs and social media.
- Ability to create visually pleasing interpretive and promotional materials.
- Positive attitude, ability to work independently as well as collaboratively and respond to feedback from others.

Additional Desired Qualifications

- Demonstrated success teaching in outdoor settings or classrooms.
- Familiarity with north woods ecosystems, culture, lore, and stories; and willingness to learn and share the history of the Neilson Spearhead Center.
- Experience raising funds for an organization or cause, including but not limited to grant writing, annual fund raising, special events, and major fund raising campaigns.
- General familiarity with building and ground maintenance.
- Experience managing direct report(s).
- Post high school degree or certificate applicable to job responsibilities.

Licensing Requirements (Necessary Upon Start)

- Valid driver's license.

If interested, email your resume with a letter of interest to mhas@spearheadmhas.org or call Peter Buessler, MHAS President, 218-760-3592.

The Mississippi Headwaters Audubon Society
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www.spearheadmhas.org

Mississippi Headwaters Audubon Society is an Equal Opportunity Employer