

Title: Outreach and Volunteer Coordinator

About Keweenaw Land Trust

The Keweenaw Land Trust (KLT) is a community partner, protecting land, water, and quality of life through conservation, stewardship, and nature connections. The Keweenaw Land Trust is a dynamic and effective organization empowering landowners and communities to create a landscape that is forever beautiful, healthy, and diverse. Our wealth of clean waters and natural and cultural resources sustain native wildlife, strengthen our local economy, and provide abundant recreational opportunities that together enrich our experience of the world.

Position Summary:

Engagement with and the support of the broader community surrounding the Keweenaw Land Trust is crucial to the organization's success and to achieving our mission. The Outreach and Volunteer Coordinator is responsible for fostering community engagement, expanding educational opportunities, and strengthening volunteer participation in support of KLT's mission. This position will develop and implement outreach programs, organize events, and cultivate partnerships to connect diverse audiences with natural spaces. Additionally, the role will lead volunteer recruitment, training, and coordination efforts, ensuring meaningful contributions to conservation, stewardship, and education initiatives. While the efforts of this position will contribute significantly to development and donor stewardship programs, fundraising is not the responsibility of the Outreach and Volunteer Coordinator.

Key Responsibilities:

- **Outreach, Engagement, and Education (60%)**
 - Identify, schedule, implement, and assess an annual program of meaningful events, experiences, and activities to engage new and existing audiences with the goal of connecting our communities with natural spaces and advancing KLT's mission.
 - Outdoors activities on KLT Lands
 - Environmental educational opportunities
 - Community building events
 - Assist with fundraising events
 - Ongoing, specialized programs (Citizen Science, Artist in Residence, Research Program, etc.)
 - Collaborate with external organizations and community groups on outreach activities and events
 - Cultivate and maintain external partnerships
 - Lead outreach and engagement focused communications
 - Brochures and handouts

- Social Media
 - Blog
 - Website
 - Regular emails to the public
- Support strategic fundraising efforts through storytelling
- Serve as primary liaison and coordinator for the Outreach Committee, comprised of staff, Board Directors, and volunteers
- Support fundraising and development as needed and assigned by the Executive Director
- **Volunteer coordination (35%)**
 - Create, develop, and maintain volunteer programs that advance conservation, stewardship and nature connections
 - Collaborate with KLT staff to identify, scope, and implement volunteer projects.
 - Lead recruitment, solicitation, onboarding, training and administration of all volunteers
 - Respond to all individual and group/ corporate volunteer inquiries
 - Create, develop, and implement volunteer training and educational opportunities
 - Develop and implement formal and informal volunteer appreciation programs and activities
 - Monitor program satisfaction and evaluate impacts of programs.
 - Manage volunteer database in Little Green Light
- **Misc. (5%)**
 - Administrative – track and report hours, mileage, reimbursements per standard KLT procedures
 - Communicate and coordinate on a regular basis with Executive Director and staff team; attend staff meetings and one-on-ones as requested (can be remote/virtual)
 - Professional development – attend online trainings, conferences, etc. as approved by Executive Director

Qualifications

Required qualifications

- Proven experience in community engagement, environmental education, volunteer coordination, or related fields
- Strong written and verbal communication skills, including experience creating outreach content for various platforms (e.g., social media, newsletters, brochures)
- Experience coordinating volunteers, including training and retention strategies
- Demonstrated ability to plan and execute public events, programs, or educational activities
- Ability to build and maintain relationships with diverse community partners, organizations, and groups

- Self-motivated, organized, and comfortable working independently or as a part of a small team
- Comfortable working outdoors in a variety of conditions and terrains
- Proficiency with basic office software (e.g. Microsoft office, Google Workspace)
- Availability to work occasional evenings and weekends for events and meetings
- Valid driver's license and access to reliable transportation

Preferred Qualifications

- Familiarity with conservation, land stewardship, land trusts, or natural resource education
- Experience using constituent or donor management systems (e.g., Little Green Light, Sales Force or other CRMs)
- Graphic design or digital publishing skills (e.g., Canva, basic website editing)
- Knowledge of or connection to the Keweenaw or Upper Peninsula communities
- Background in facilitating inclusive programming for audiences of varying ages, identities, and abilities

Time

Part time (25-30 hours/ week)

Compensation and benefits

Salary: \$26,000-\$30,000 annually, commensurate with experience and qualifications

Status: Part-time, exempt

Benefits:

- Flex time- Employees are able to adjust their work hours to best fit their personal lives.
- 3% simple retirement match
- Dog-friendly office
- Opportunities for professional development

Reports to

Executive Director

Location and work environment

This position will be based out of the KLT office located at 49902 Limerick Street in Hancock, Michigan.

Application Instructions

Please submit a **single PDF** that includes:

- A cover letter
- A resume/CV
- One short writing or outreach content sample (e.g., newsletter, blog post, social media campaign, flyer, etc.) that demonstrates your communication style and ability to engage the public

Title your PDF:

[LastName]-Outreach and Volunteer Coordinator App

Email your application to: b@keweenawlandtrust.org

Use this subject line:

[LastName] - Outreach and Volunteer Coordinator application

Applications will be accepted until **May 1st**, with an anticipated start date of **June 1st**.

All complete applications will receive an email confirming receipt within a few business days. If you do not receive confirmation, please feel free to follow up after 3 business days.

Questions?

Please contact B Lauer, Executive Director, at b@keweenawlandtrust.org or 906-281-4337.