

**MICHIGAN LEAGUE OF CONSERVATION VOTERS  
MICHIGAN LEAGUE OF CONSERVATION VOTERS EDUCATION FUND**

October 2008

**Job Posting: Online Communications Manager**

The Michigan League of Conservation Voters is seeking a talented and self-motivated Online Communications Manager to oversee its increasingly important suite of online communication tools. This is a part-time position.

**Organizational Background:**

Michigan League of Conservation Voters (LCV) is a dynamic non-profit, independent political organization working with its members and the state's conservation and environmental community to make environmental protection a top priority with elected officials and the voting public. Michigan LCV helps elect candidates to public office who stand up for conservation principles, and holds elected officials accountable for their actions. The affiliated Michigan LCV Education Fund shares staff and office space with Michigan LCV, and is a 501(c)(3), non-profit, non-partisan organization that builds the strategic effectiveness of the conservation community through technical support, training and coalition building. Michigan LCV Education Fund also supports programs to increase voting and citizen participation in Michigan's democratic process.

Michigan League of Conservation Voter's main office is in Ann Arbor, Michigan, with a secondary office in Grand Rapids, Michigan. The Online Communications Manager will be responsible for programmatic work for both organizations. The position is responsible to and supervised by the Executive Director.

**Duties and Responsibilities:**

The Michigan League of Conservation Voters is looking for an Online Communications Manager who has the technological skills needed to create a dynamic, compelling and informational presence for the organization online. As a small organization that plays a key role in protecting and restoring Michigan's majestic natural resources, we need to meet the public where they are, become a source of information on key environmental and conservation issues, and make it easy for citizens to hold their lawmakers accountable.

**Specific responsibilities:**

In partnership with a very talented staff, the Online Communications Manager will be required to help deliver creative, interesting digital communications to all Michiganders. This will include:

- Online member development: Developing membership lists using both organic and paid acquisition models.
- Creative services: Production of all possible forms of online content, including Web sites, online advertising, Flash movies, streaming video and email templates.

- **Integrated communications:** Assisting in the integration of online and offline communications in support of communications plans designed to achieve larger organizational objectives.

The Online Communications Manager will be responsible for performing the administrative tasks necessary to accomplish his or her job, including but is not limited to:

- Filling out bi-monthly time sheets and other office paperwork, as appropriate;
- Participating in and assisting with trainings for staff, member leaders, and other members for their leadership development;
- Attending staff, Board and annual meetings, and other meetings and events as assigned.

### **Necessary Qualifications:**

The Online Communications Manager must have:

- Web design skills, including the ability to add video, podcasts and interactive forms to an existing site
- Experience (or at least an understanding) of e-activist programs that will allow for citizens to communicate easily with decision makers and the media
- A complete understanding of social networking sites and how best to use them to increase our presence on the web
- A shared goal of wanting to increase our membership and build our lists.
- Excellent writing and editing skills
- Creative design skills that are bold, exciting and interesting
- The desire to work with a witty, critical and exuberant staff
- A general understanding of environmental issues and Michigan politics, combined with a commitment to the mission and purpose of Michigan LCV and Michigan LCV Education Fund.

### **Compensation**

Salary is commensurate with relevant professional experience.

### **To Apply**

Please send a cover letter, resume, three references, and two current writing samples by email to [info@michiganlcv.org](mailto:info@michiganlcv.org). If necessary, you may fax these documents to (734) 222-9651, or send via US Mail to Michigan League of Conservation Voters, 213 W. Liberty Street, Ann Arbor, MI 48104. For more information, please call (734) 222-9650.

### **Application Deadline**

Please apply before December 15, 2008. Applications received prior to December 5 will be given priority, but we will continue to receive applications until the position is filled.

**The Michigan League of Conservation Voters is an equal opportunity employer.**