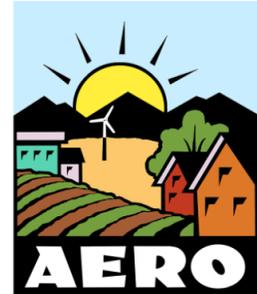


Position Description

June 2021

AERO Member Outreach Coordinator



Brief Position Overview

AERO's Member Outreach Coordinator is the key personnel responsible for creating and maintaining AERO's contact with its community of sustainability enthusiasts, including AERO's members, business and non-profit partners, and ENews subscribers. In collaboration with AERO's Executive Director, the Member Outreach Coordinator is responsible for creating and implementing a digital and print communication strategy that reaches the breadth of AERO's community demographics to build engagement and inclusion. The Member Outreach Coordinator contributes their considerable creative talents to crafting and delivering communications emblematic of AERO's mission to the public.

Title: AERO Member Outreach Coordinator

Position Type: Contract. 10 hrs/wk. Flexible hours. Remote work. Some daytime availability required. Schedule arranged with Robin and managed on Google Calendar.

Compensation: \$17.00 / hour

Benefits: Not eligible for benefits

Contract Length: 6 months. Desired start date: Monday, June 15, 2021. End date: Dec 15, 2021. A probationary period of 6 months will provide the new Member Outreach Coordinator and AERO time to evaluate the fit of the position. With agreement from both parties, the contract can be renewed as an annual contract.

Member Outreach Coordinator Essential Duties

- Assist in creation and implementation of AERO's Member Outreach Communications Strategy, including developing communication campaigns through AERO's new member engagement platform.
- Regularly create and curate content for AERO's social media platforms and newsletters.
- Create and maintain readable, fun, and accurate web pages, blog/Enews posts, and events at www.aeromt.org
- Engage with audience comments, reactions, and messages on social media channels.
- Reach out to new and existing AERO members and contributors on a regular, scheduled basis.
- Assist with donor relationship management (DRM)/member engagement platform management.
- Coordinate and implement communication strategy for AERO's annual membership drive and end-of-year campaign.
- Regularly provide proofreading and editing reviews.
- Maintain and update the procedures and best practices manual for your position.

Additional Project Opportunities:

- Participate in story curation on the [MT Food Matters](#) platform.

Qualifications

Required Skills and Abilities:

- Demonstrated excellent written and verbal communication skills
- Associate's degree in marketing, communications, food systems, nutrition, health promotion, environmental sciences, business or related field
- Two years of work experience, including work in an office environment
- Proven ability to develop, coordinate, and execute an integrated communications plan with effective message delivery through multiple media channels
- Proficiency in Microsoft Office Suite/Google Drive apps and database management
- Skilled in active engagement with social media platforms (Facebook, Instagram, Twitter, Facebook Ads Manager)
- Demonstrated ability to build and maintain relationships with a broad range of people

Desired Skills and Abilities

- Experience using innovative methods to promote organizations through visual, audio, and written storytelling and digital content management
- Experience working with Wordpress website management; MailChimp; Canva; Adobe Creative (Photoshop, InDesign); Bloomerang DRM or equivalent platform; Give Butter, Classy or equivalent member/donor engagement platform
- Experience or equivalent education in communications, graphic design , or marketing
- Interest in current issues in renewable energy, sustainable agriculture, community health, food security, and local food systems, and familiar with credible sources of that information

The ideal candidate is self-aware, rooted in confidence and integrity. They are a problem-solver and team player with excellent writing skills and an eye for design. They will feel comfortable representing their own creative ideas and questions to the team. They are organized and thorough, committed to collaborative learning and passionate about our mission.

To Apply

Please send a resume, along with a cover letter, three professional references, and a portfolio including at least two writing samples, eg. newsletter, blog, articles, links to social media accounts/websites that you have managed with dates of your management tenure, etc. Send to Robin Kelson, interim Executive Director, rkelson@aeromt.org with the Subject line **“AERO Member Outreach Coordinator Application”**, by **6am Friday June 4th**.

Applicant screening will take place during business hours Friday, June 4th, and interviews will be scheduled for Monday, June 7th and Tuesday, June 8th.

About AERO

Born during the energy crisis of the 1970's by a group of imaginative pragmatists with a desire to make change and create the world they want to live in, AERO (Alternative Energy Resources Organization) has been supporting communities developing alternative energy and sustainable agriculture resources since 1974. A statewide grassroots organization, AERO focuses on education and resource networking in the sustainable ag and energy/local food system sphere, creating spaces where future food system leaders and inspired community models flourish, with the vision of building a more sustainable Montana for all.