

**The Nature Institute**  
**Public Relations Coordinator**  
**Job Description**

The Nature Institute is currently seeking a part-time, flexible, PR coordinator that will be responsible for publicizing and promoting positive relationships with our various partners within the community and will work to secure financial contributions from members, foundations, and businesses to support TNI goals.

The ideal candidate has a background in web content writing, editing or communications, marketing, excellent written and verbal communication skills, administrative skills, strong organizational skills, and the ability to handle multiple tasks and meet deadlines. The candidate must be able to work autonomously, be a team player and always be creative, inspiring, and innovative.

This is a part time position with occasional evening and weekend hours depending on organizational needs.

**Qualifications and Required Skills**

- B.S. in Public Relations, Journalism, Marketing, Communications, or related field
- Minimum of (2) two years of successful experience
- Copywriting skills for a variety of communication media
- Experience with desktop publishing and/or graphic design
- Demonstrated ability to work collaboratively with staff, board members, partner organizations, and the public
- Ability to coordinate and prioritize multiple tasks, deadlines, and projects in a timely manner
- Ability to communicate effectively and be comfortable interacting with members, donors, and the general public, in a professional and friendly manner
- Proficiency in the Microsoft Office Suite (i.e. Word, Excel, PowerPoint, Publisher)
- Candidates must be able to commit 20 hours a week with some evening and weekend hours

**Essential Functions and Responsibilities**

- Responsible for the development of various media publications, (i.e. brochures, flyers, invitations, e-newsletters, etc.)
- Draft press releases, media advisories, donor letters, etc.
- Maintenance of TNI website (add events, content, event registration, etc.) no html code knowledge required
- Maintain all social media platforms (Facebook, Twitter, Instagram, YouTube) by adding photos and event reminders to engage followers and share news
- Responsible for membership processing, renewals, acknowledgement letters, and tracking
- Capacity to effectively communicate TNI's mission to members, partners, and donors
- Tracking and monitoring the success of online initiatives
- Staying current on all social media developments and best practices and investigating new social media channels that may be of interest
- Creating engaging text and compelling images for social media utilizing illustrations, graphics and videos
- Assisting with real-time content for innovative livestreams
- General office management and administration (phone, email, meeting prep, etc.)
- Work with other staff members to assist in event planning

*The above are duties that are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required or assigned.*