



## North American Association for Environmental Education (NAAEE)

### Position Description

**POSITION TITLE:** Natural Start Alliance Communications and Conference Coordinator

**REPORTS TO:** Director, Natural Start Alliance

**LOCATION:** Preferably in the DC or greater Chicago areas, but will consider other locations

#### **BASIC FUNCTIONS:**

The Coordinator is responsible for managing the Natural Start Alliance annual conference, including overseeing the program, logistics, communications, volunteers, and other aspects of the conference. The conference is a growing, four-day event for 400+ participants. The Coordinator is also responsible for updating the website, posting news and ideas on social media, and developing media stories and press releases to promote the work of the Alliance. In addition, the Coordinator will work with the Director and other staff to develop a communications strategy for Natural Start, help provide support to Natural Start members and other audiences, and serve as the liaison with the Council of Nature and Forest Preschools.

This is a full-time, one-year grant-funded position with the possibility of renewal.

#### **MAJOR RESPONSIBILITIES:**

1. Coordinates the annual Natural Start Alliance Conference (40%)
  - Assists with the development of the conference program for nature-based early learning professionals from around the country and beyond
  - Coordinates all conference-related communications, including monthly conference calls, conference promotion, and communications with presenters, exhibitors, and participants
  - Oversees A/V, catering, signage, seating arrangements, and other day-of-event needs, and works with NAAEE staff and consultants to make sure all deadlines are met
  - Serves as main point of contact for conference venue representatives, partner organizations, consultants, presenters, and participants
  - Manages conference volunteers in collaboration with local partner organizations

- Plans and oversees the logistics on the day-of-event, working with volunteers, local coordinator, and other staff and consultants
  - Assists with the coordination of conference field trips to local early learning programs and sites
2. Coordinates the Natural Start Alliance Website and Other Communications (40%)
- In collaboration with other NAAEE staff, establishes an editorial calendar for the various Natural Start Alliance communication channels
  - Tracks Google Analytics and other measures of engagement with Natural Start content
  - Updates and maintains the Natural Start website, including soliciting, editing, and publishing content that engages members and priority audiences
  - Writes engaging social media posts, and coordinates topics/timing with NAAEE Communications & Web Specialist and eePRO Discussion Group Moderators
  - Writes, publishes, and tracks engagement with the monthly Natural Start Alliance Newsletter
  - Responds to public and media inquiries
3. Supports the Council of Nature and Forest Preschools (20%)
- Works with Council Committee chairs to create agendas and facilitate participation in meetings
  - Documents meeting outcomes and assists with follow-up
  - Assists with discrete Council Committee projects, such as establishing baseline information on nature-based early childhood education teacher preparation programs
  - Helps to formalize and evaluate relationships with local early childhood environmental professional groups, such as regional nature preschool associations and NAAEE state affiliates
  - Helps to track member participation in meetings, webinars, and other Council and Alliance activities

#### TRAVEL REQUIREMENTS:

The position requires occasional domestic travel.

#### POSITION REQUIREMENTS AND SPECIFICATIONS:

- Education: Bachelor's degree required
- Experience: At least 2-3 years of experience with communication, event planning, and/or membership engagement in early childhood education, environmental education, or

related fields. Experience working with a network, alliance, or membership-based organization a plus

- Skills and abilities: Excellent organizational skills and the ability to work on multiple projects simultaneously. Excellent communications skills, including writing, editing, and presentation skills. Excellent interpersonal skills, including ability to work efficiently, with flexibility, creativity, and good humor. Demonstrated ability to build and maintain relationships with a wide variety of individuals and an interest in striving for excellence. Ability and willingness to work evenings and weekends as needed to support the Natural Start Alliance Annual Conference and other special events. Position requires an individual who is culturally competent and can work with individuals representing a diversity backgrounds and perspectives.

#### HOW TO APPLY:

Please send a cover letter, resume, and two writing samples to Emilian Geczi, Natural Start Alliance Director, at [emilian@naaee.org](mailto:emilian@naaee.org)