

Job Title of this Position	Online Community Coordinator		
Name of Organization	Northwest Interpretive Association		
Website	www.nwpubliclands.org		
Job Location Address	164 S. Jackson St. Seattle, WA 98104-2853		
Contact / Supervisor	David Lindau		
Phone Number	206-220-4279		
E-mail	davidl@nwinterp.org		
<u>Hourly Pay Rate</u> (indicate a range)	\$12-\$14		
Employment Period	Summer Only [<input type="checkbox"/>] (7/1/2008- 9/23/2008)	Academic Year [<input type="checkbox"/>] (9/24/2008-6/12/2009)	Summer & Academic Year [<input checked="" type="checkbox"/>] (7/1/2008 – 6/12/2009)
Hours per week	Summer: full time program 40 hrs/wk [<input checked="" type="checkbox"/>] part time program up to 19 hrs/wk [<input type="checkbox"/>] Academic Year: up to 19 hrs/wk [<input type="checkbox"/>]		

Nature of Business or Organization:

The Northwest Interpretive Association (NWIA) is a 501(c)(3) nonprofit social enterprise based in Seattle, Washington. We help people have great experiences when visiting Northwest public lands and aspire to cultivate a spirit of community stewardship of these special places for generations to come. We do this by operating on-site educational bookstores that provide visitors with high-quality books, toys, DVDs, and other items that help them appreciate the natural and historical significance of the area. You can find us at such wonderful places as the Hiram M. Chittenden Locks in Seattle to the Mount Baker-Snoqualmie National Forest up in the North Cascades as well as even more locations. We then use our sales proceeds to fund additional on-site events and programs, including state-of-the-art displays, free publications, speaker series, and habitat cleanup and restoration programs for volunteers of all social backgrounds.

Duties and Responsibilities:

- The Online Community Development Assistant will explore, develop, and integrate social networking technologies with our other web properties. This primarily will involve:
- Researching emerging social networking web sites such as Facebook, MySpace, various blogs, etc. and the various tools and methods used to enhance communication and online community building.
 - Collaboratively brainstorming with staff on possibilities for increasing and sustaining interaction on various social networking platforms.
 - Exploring ways to encourage community participation in response to blog entries, videos, photographs, volunteer opportunities and newsletters on our profile.
 - Writing exciting and relevant material for our web site blog.
 - Increasing community engagement and interaction within our Flickr photo group, by commenting on photos, sending messages and invitations to other Flickr members, and moderating our photo pool queue and group discussion threads.

(For Work Study Office Use Only)

 JOB NUMBER 65NW101 REIMBURSEMENT RATE: FEDERAL _____% STATE 65%

- Providing assistance with developing our Online Calendar in pursuit of making it a truly comprehensive, one-stop-shop for anyone interested in finding out about events at Northwest public lands.
- Work with staff to explore new ways to cultivate our retail customers into active public lands supporters.
- Help us develop and improve our membership program.
- Help us develop and implement “green office” strategies to reduce our environmental impact and develop more sustainable business practices.

The Online Community Development Assistant will also be responsible for assisting with general office duties when appropriate. Duties include:

- Assisting with web store order fulfillment
- Tracking web store inventory
- Sorting and distributing mail

This position requires up to 19 hours a week during the academic year, with more hours possible during the summer. Mondays, Wednesdays, and Fridays preferred, but scheduling is flexible and negotiable. Please contact David Lindau (206-220-4279 or davidl@nwinterp.org) for more information.

Minimum Qualifications:

- Strong interest in visiting and helping others discover Northwest public lands (i.e. Mount St. Helens National Volcanic Monument, Klondike Gold Rush National Historical Park)
- Interest in nonprofit online community development, marketing, copy writing, and public relations
- Familiarity and experience with internet and social networking technologies
- Basic knowledge of web design, photo editing, and HTML
- Familiarity with MS Office software
- Excellent written and verbal communication skills
- Detail-oriented, with strong organizational skills
- Responsible and reliable, with ability to work individually and as a team member

Educational Benefits:

- Gain knowledge and understanding of issues facing Northwest public lands and the importance of greater public involvement across all demographic profiles.
- Gain valuable professional experience in marketing, copywriting, and public relations.
- Gain understanding of how online social networking tools can be used to achieve offline social change.
- Gain understanding of nonprofit social enterprise business models and operations, especially e-commerce.