

Communication Roles/ Responsibilities

Northern Michigan Mountain Bike Association is seeking a highly motivate individual to manage its day-to-day communication needs.

- Manage the organization's brand and reputation
- Ensure that NMMBA is presented to the public favorably
- Create and launch press releases and marketing campaigns
- Develop internal publications such as newsletters, releases, email announcements, planned publications, on-line, special projects and assignments
- Create rich and creative content that is optimized for search engines
- Identify, develop and manage regular content contributors

Calendar of events - create and manage the calendar for events for the entire organization.

- Internal Calendar - will consist of internal publications deadlines and critical dates including; strategic targets, grant deadlines, newsletter/ content publication cut-off and publication distribution goals exclusive to the internal operation of the organization.
 - Work with the NMMBA Board of Directors to establish the flow of information to capture pertinent information and key dates.
- External Calendar - will consist of events that are made public, such as; trail work days, group rides, events and area happenings with our Partner's.
 - Identify dates for trail work days with Trail Coordinators 30+ days in advance.
 - Identify dates for the Event Committee to provide adequate time for marketing campaigns.
 - Connect with NMMBA partners to determine best availability for regional trail work dates and events by identifying dates 30+ days in advance to avoid overlap and volunteer base conflicts.

Communications External Distribution - manage the flow of information that is distributed and published outside of the organization.

- Develop and manage content to be distributed to external sources, such as; newspapers, magazines and partner publications.

Communications Internal Distribution - manage the flow of information across formats that NMMBA directly controls and manages.

- Develop media rich content to connect with the public and NMMBA memberships and promote corporate sponsors.
 - Newsletter - monthly
 - Develop the template/ content for newsletters using Mailchimp/ Salesforce.com
 - Social Media - daily
 - Develop and manage content and contributors to shape the overall messaging across social media platforms
 - Email - semi weekly
 - Develop and manage content for engaging emails for news and local advocacy opportunities.
 - Website - as needed
 - Develop and manage website content on a regular basis
 - Manage all inbound requests generated from the website and distribute pertinent information to NMMBA Board of Directors, Trail Coordinators and staff.

Applicant Requirements

- Applicants shall be immersed in the Mountain Bike / silent sports community of Northwest Lower Michigan.
- Applicants must enjoy creating messaging that appeals to all forms of off road bicyclists including but not limited to: racing, leisure, snow, adventure and fitness riders.
- Applicants must have a positive and upbeat attitude.
- Applicants must work independently with minimal supervision.
- Applicants must be willing to take initiative and thrive in a deadline rich environment
- Applicants must be willing to travel to/and participate in local MTB events, fundraisers and social group rides.