

ILLINOIS MONARCH PROJECT COMMUNITY ENGAGEMENT COMMITTEE

The **Community Engagement Committee** (CEC) supports educators and those involved in community engagement, by providing assistance in developing and/or achieving project goals that align with one or more of the Committee's strategic outcomes.

- Understanding connections between monarchs, your life, our shared environment and the need to protect and sustain Illinois breeding and feeding habitat for monarchs.
- Empathy for monarchs that inspires Illinois citizens and partners to engage in monarch butterfly conservation.
- Taking action that leads to an increase in Illinois breeding and feeding habitat for monarchs.
- Identifying the Illinois Monarch Project (IMP) as the coordinated state-wide Illinois effort to help monarchs thrive throughout Illinois.

The **Mission Statement** of the Committee is:

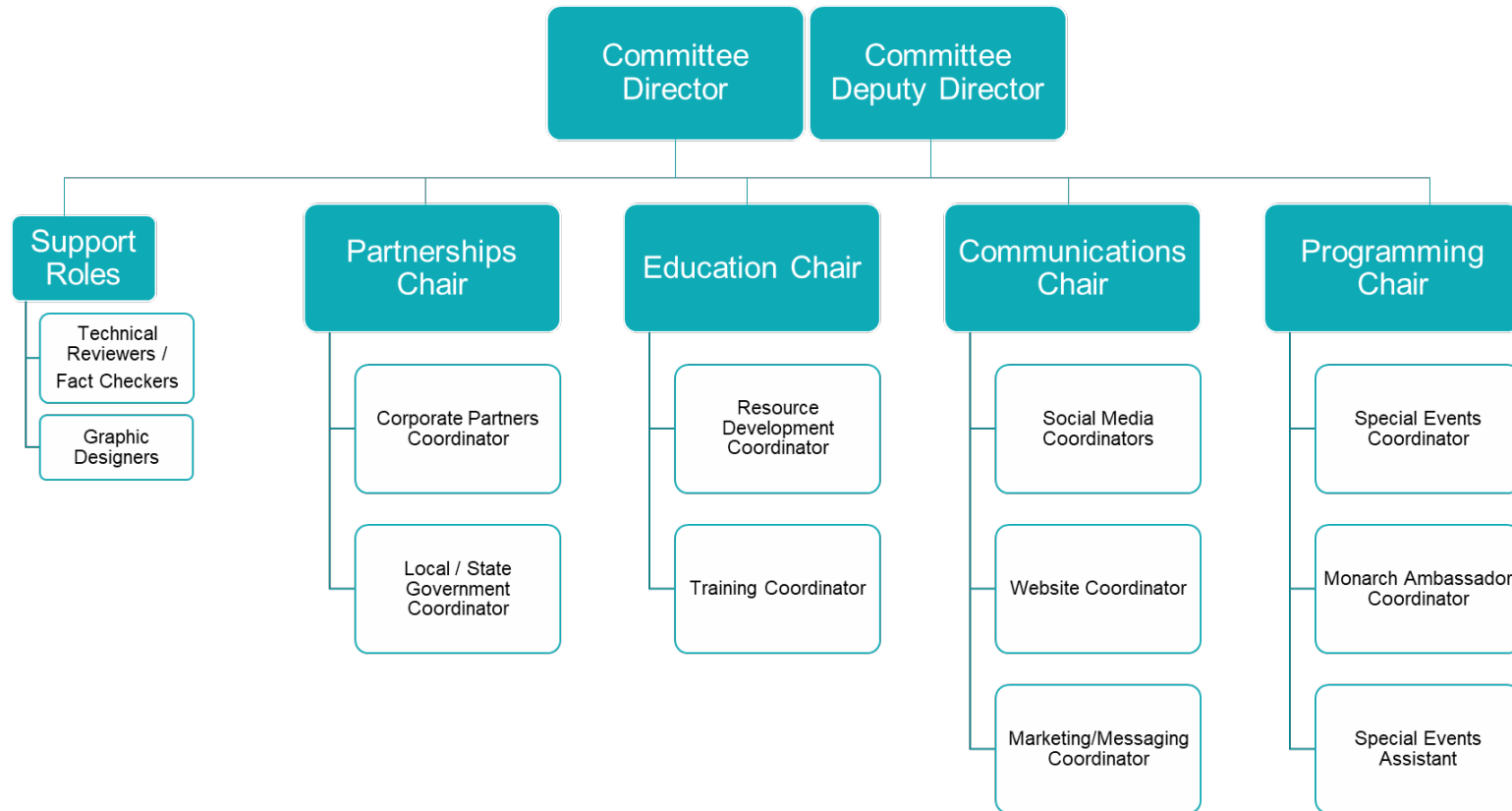
The Community Engagement Committee is a one-stop hub for monarch conservation resources to support stakeholder engagement across all sectors and communities in Illinois, from children's new learning experiences to the savviest of monarch enthusiast groups!

The Committee has defined the following **Measures for Success**:

- Committee creates a sense of teamwork.
- Committee completes assigned IMP-oriented functions.
- Members complete IMP-oriented community projects aligned with the Committee's strategic direction.

The current Committee structure is given on the next page. Detailed position descriptions are also provided in this document.

IMP Community Engagement Committee



**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

POSITION FILLED

TITLE: Director

PURPOSE: The Director oversees the development and approval of sound short-term and long-term objectives. It is in comparison with these objectives that the State Coordinator and IMP Leadership Team can review progress and measure the effectiveness of the Committee and IMP as a whole in accomplishing its goals. The Director works with Committee members and the Deputy Director to determine the Committee's strategic direction, goals and measurable outcomes. The Director also works with the Deputy Director and Chairpersons to coordinate and facilitate meetings.

RESPONSIBILITIES:

- Leads the Committee through the planning, implementation and evaluation of the IMP community projects.
- Makes meeting arrangements.
- Calls meetings to order.
- Prepares meeting agendas.
- Delegates responsibility to Committee members.
- Uses the IMP Education and Outreach Strategy to guide the work of the Committee.
- Utilizes the IMP Monarch Action Plan to align outlined goals and strategies for the direction of the Committee.
- Involves appropriate members in the decision making.
- Annual review of the plans developed by the Chairpersons.
- Acts as Committee spokesperson/figurehead as needed.
- Maintain important documents to be passed on to the next Director.

TIME COMMITMENT:

- Available for approximately weekly, hourly meetings.
- Approximately 1 – 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, external partners, interested participants, etc.

QUALIFICATIONS:

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities and provide oversight.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Strong communication skills.
- Passion for making a difference.
- Strategic vision and patience for committing to long-term goals.

- At least a basic understanding of monarch butterfly and pollinator habitat/needs. Interest in and willingness to learn about monarchs, pollinators and habitat conservation.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to State Coordinator and IMP Leadership Team.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

POSITION FILLED

TITLE: Deputy Director

PURPOSE: The Deputy Director coordinates with the Director in preparing short-term and long-term strategies to achieve IMP and Committee goals. The primary responsibility of the Deputy Director is to ensure that these goals are met through the available resources and effective coordination between Committee members and with external stakeholders. The Deputy Director works with the Director and Committee members to determine the Committee's strategic direction, goals and measurable outcomes. The Deputy Director works with the Director and Chairpersons to coordinate and facilitate meetings.

RESPONSIBILITIES:

- Stands in when the Director is absent.
- Leads the Committee through the planning, implementation and evaluation of the IMP community projects.
- Uses the IMP Education and Outreach Strategy to guide the work of the Committee.
- Utilizes the IMP Monarch Action Plan to align outlined goals and strategies for the direction of the Committee.
- Annual review of the plans developed by the Chairpersons.
- Fills in as needed for any Committee tasks when coverage is needed.
- Acts as Committee spokesperson/figurehead as needed.
- Maintain important documents to be passed on to the next Deputy Director.

TIME COMMITMENT:

- Available for approximately weekly, hourly meetings.
- Approximately 1 – 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, external partners, interested participants, etc.

QUALIFICATIONS:

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee meetings and provide oversight to other Committee members.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Ability to support and act as a resource to other Committee members.

- Ability to help guide and delegate tasks as needed.
- Strong communication skills.
- Passion for making a difference.
- Strategic vision and patience for committing to long-term goals.
- At least a basic understanding of monarch butterfly and pollinator habitat/needs. Interest in and willingness to learn about monarchs, pollinators and habitat conservation.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Director, State Coordinator and IMP Leadership Team.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Partnerships Chair

PURPOSE: The Partnerships Chair serves as the link between IMP and other organizations and companies in the pursuit of promoting the IMP's overall goals. The primary responsibility of the Partnerships Chair is to help foster, guide and coordinate support for IMP's partnerships, including partner projects and funding opportunities. The Partnerships Chair supports work with partner leads to design, facilitate, implement and monitor projects or initiatives over time to ensure their success.

RESPONSIBILITIES:

- Work with Corporate Partners Coordinator and Local/State Government Coordinator to engage with partners that support the IMP mission, vision and implementation of the Illinois Monarch Action Plan.
- Design partnership-building priorities to build capacity and leverage each other's work based on input from Committee members and IMP partners.
- Oversee the creation of an annual partner engagement plan, which includes group goals and activities, timelines and budget.
- Submit the annual partner engagement plan to the Director and Deputy Director for review.
- Schedule and facilitate subcommittee meetings for the purpose of coordinating the activities enumerated in the partner engagement plan.
- Solicit the help of the Director, Deputy Director, State Coordinator and/or IMP Leadership Team to meet goals outlined in the partner engagement plan.
- Stay current on critical issues or opportunities that might affect the implementation of the partner engagement plan and related projects.
- Recommend action concerning critical issues that might affect IMP and its efforts.
- Identify funding strategies for education, communications and engagement.
- Attend meetings as called by the Director and/or Deputy Director.
- Report progress on projects or initiatives at least annually.
- Maintain important documents to be passed on to the next chair.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities and provide oversight to other Committee members.
- Ability to develop good internal and external relationships.

- Commitment to meeting the overall goals of the Committee.
- Ability to support and act as a resource to other Committee members.
- Ability to work and collaborate effectively with others.
- Strong communication skills.
- Passion for making a difference.
- Strategic vision and patience for committing to long-term goals.
- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- Some familiarity with formal partnership-building and fundraising preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Director and Deputy Director.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Corporate Partners Coordinator

PURPOSE: The Corporate Partners Coordinator builds relationships with corporate partners throughout Illinois in support of IMP's overall goals. The primary responsibility of the Corporate Partners Coordinator is to identify, engage and coordinate with corporate partners on projects and funding opportunities. The Corporate Partners Coordinator works closely with corporate partner leads to help design, facilitate, implement and monitor projects or initiatives over time to ensure their success.

RESPONSIBILITIES:

- Conduct regular outreach to current and potential corporate partners.
- Coordinate with corporate partners on events, projects and initiatives.
- Identify funding opportunities with corporate partners.
- Coordinate with the Partnerships Chair and other Committee members on the creation and implementation of the annual partner engagement plan.
- Stay current on critical issues or opportunities that might affect the implementation of the partner engagement plan and related projects.
- Coordinate with Graphic Designer and Technical Reviewer / Fact Checker on content development as needed.
- Attend meetings called by the Director, Deputy Director and/or Partnerships Chair as needed.
- Report progress on projects or initiatives at least annually.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of Committee activities.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Strong communication skills.
- Passion for making a difference.
- Patience for committing to long-term goals.
- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- Some familiarity with formal partnership-building and fundraising preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Partnerships Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Local/State Government Coordinator

PURPOSE: The Local/State Government Coordinator engages local and state government agencies throughout Illinois in support of IMP's overall goals. The primary responsibility of the Local/State Government Coordinator is to identify, engage and coordinate with government agency partners on projects and funding opportunities. The Local/State Government Coordinator works closely with government agency partner leads to help design, facilitate, implement and monitor projects or initiatives over time to ensure their success.

RESPONSIBILITIES:

- Conduct regular outreach to current and potential government agency partners.
- Coordinate with government agency partners on events, projects and initiatives.
- Identify funding opportunities with government agency partners.
- Disseminate information about IMP through local and state channels.
- Coordinate with the Partnerships Chair and other Committee members on the creation and implementation of the annual partner engagement plan.
- Stay current on critical issues or opportunities that might affect the implementation of the partner engagement plan and related projects.
- Coordinate with Graphic Designer and Technical Reviewer / Fact Checker on content development as needed.
- Attend meetings called by the Director, Deputy Director and/or Partnerships Chair as needed.
- Report progress on projects or initiatives at least annually.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of Committee activities.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Strong communication skills.
- Passion for making a difference.
- Patience for committing to long-term goals.

- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- Some familiarity with formal partnership-building and fundraising preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Partnerships Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Education Chair

PURPOSE: The Education Chair leads education-related activities in support of IMP's overall goals. The primary responsibility of the Education Chair is to support the implementation of public education campaigns, curriculum, and training related to monarch conservation. The Education Chair engages with educators and trainers across Illinois to ensure their success with monarch educational programming.

RESPONSIBILITIES:

- Work with Resource Development Coordinator and Training Coordinator to engage with educators and trainers around the state to support the IMP mission, vision and implementation of the Illinois Monarch Action Plan.
- Design priorities around education and training for monarch conservation based on input from Committee members and IMP partners.
- Oversee the creation of an annual education plan, which includes group goals and activities, timelines and budget.
- Submit the annual education plan to the Director and Deputy Director for review.
- Schedule and facilitate subcommittee meetings for the purpose of coordinating the activities enumerated in the education plan.
- Solicit the help of the Director, Deputy Director, State Coordinator and/or IMP Leadership Team to meet the goals outlined in the education plan.
- Stay current on critical issues or opportunities that might affect the implementation of the education plan and related projects.
- Recommend action concerning critical issues that might affect IMP and its efforts.
- Attend meetings as called by the Director and/or Deputy Director.
- Report progress on projects or initiatives at least annually.
- Maintain important documents to be passed on to the next chair.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities and provide oversight to other Committee members.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to support and act as a resource to other Committee members.
- Ability to work and collaborate effectively with others.

- Strong communication skills.
- Passion for making a difference.
- Strategic vision and patience for committing to long-term goals.
- At least a basic understanding of monarch butterfly and pollinator habitat/needs. Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- Background in conservation education preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Director and Deputy Director.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Resource Development Coordinator

PURPOSE: The Resource Development Coordinator finds and creates educational resources to support IMP's overall goals. The primary responsibility of the Resource Development Coordinator is to support public education and habitat implementation through the use and creation of technical resources about monarch conservation.

RESPONSIBILITIES:

- Work with conservation experts and other partners to identify existing resources that can be used or modified to support IMP's purpose and the implementation of the Illinois Monarch Action Plan.
- Create content for new technical resources (e.g., handouts, brochures, slide presentations, etc.) when needed.
- Coordinate with Graphic Designer and Technical Reviewer / Fact Checker on content and design of new or modified resources as needed.
- Coordinate with the Education Chair and other Committee members on the creation and implementation of the annual education plan.
- Coordinate with Website Coordinator to ensure updated resources are available on the IMP website.
- Stay current on critical issues or opportunities that might affect the implementation of the education plan and related projects.
- Attend meetings as called by the Director, Deputy Director and/or Education Chair.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Strong background in monarch butterfly biology, Illinois native plants and habitat conservation.
- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of Committee activities.
- Ability to develop good internal and external relationships.
- Strong written communication skills, including English usage, spelling, grammar and punctuation.
- Proficient in Microsoft PowerPoint and Word.
- Ability to work and collaborate effectively with others.
- Commitment to meeting the overall goals of the Committee.
- Passion for making a difference.

- Patience for committing to long-term goals.
- Experience developing educational resources and/or technical reference materials preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Education Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Training Coordinator

PURPOSE: The Training Coordinator advises on curriculum and training that supports IMP's overall goals. The primary responsibility of the Training Coordinator is to work with educators and trainers across Illinois to support curriculum and training related to monarch conservation for a wide range of audiences.

RESPONSIBILITIES:

- Coordinate with educators and trainers across Illinois to incorporate monarch conservation curriculum into training and education programs to support the IMP mission, vision and implementation of the Illinois Monarch Action Plan.
- Create (or modify existing) templates, guidelines, and other instructional materials for use by educators and trainers.
- Coordinate with Graphic Designer and Technical Reviewer / Fact Checker on the creation of new or modified resources as needed.
- Conduct train-the-trainer events to build consistency in curriculum and training content.
- Actively seek current training methods and best practices to improve training outcomes.
- Coordinate with the Education Chair and other Committee members on the creation and implementation of the annual education plan.
- Stay current on critical issues or opportunities that might affect the implementation of the education plan and related projects.
- Attend meetings as called by the Director, Deputy Director and/or Education Chair.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Knowledge of best practices in creating curriculum and training materials.
- Familiarity with monarch butterfly biology, Illinois native plants and habitat conservation.
- Strong verbal and written communication skills.
- Proficient in Microsoft PowerPoint and Word.
- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of Committee activities.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.

- Passion for making a difference.
- Patience for committing to long-term goals.
- Degree in education or related field preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Education Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Communications Chair

PURPOSE: The Communications Chair leads communications-related activities in support of IMP's overall goals. The primary responsibility of the Communications Chair is to support the development and implementation of communications campaigns to improve the consistency and dissemination of messaging about IMP and monarch conservation across different sectors and stakeholders. The Communications Chair works with other Committee members and partners to build a recognizable IMP brand.

RESPONSIBILITIES:

- Design priorities around communications and messaging for monarch conservation based on input from Committee members and IMP partners.
- Oversee the creation of the annual marketing and communications plan in support of the IMP mission, vision and implementation of the Illinois Monarch Action Plan. The plan should include group goals and activities, timelines and budget.
- Submit the annual marketing and communications plan to the Director and Deputy Director for review.
- Schedule and facilitate subcommittee meetings for the purpose of coordinating on the activities enumerated in the marketing and communications plan.
- Solicit the help of the Director, Deputy Director, State Coordinator and/or IMP Leadership Team to meet goals outlined in the marketing and communications plan.
- Stay current on critical issues or opportunities that might affect the implementation of the marketing and communications plan and related projects.
- Recommend action concerning critical issues that might affect IMP and its efforts.
- Attend meetings as called by the Director and/or Deputy Director.
- Report progress on projects or initiatives at least annually.
- Maintain important documents to be passed on to the next chair.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Solid understanding of effective communications and marketing techniques.
- Strong communications skills, including excellent writing and editing.
- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities and provide oversight to

- other Committee members.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to support and act as a resource to other Committee members.
- Ability to work and collaborate effectively with others.
- Passion for making a difference.
- Strategic vision and patience for committing to long-term goals.
- At least a basic understanding of monarch butterfly and pollinator habitat/needs. Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- 2 - 3 years of relevant marketing or communications experience preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Director and Deputy Director.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Website Coordinator

PURPOSE: The Website Coordinator keeps the IMP website up-to-date. The primary responsibility of the Website Coordinator is to post new website content, ensure continuity of themes across the website and design new layouts when necessary.

RESPONSIBILITIES:

- Ensure that the IMP website content is up-to-date and make updates when necessary (e.g., What's New features, resources, etc.).
- Coordinate with Committee members on new website content and updates as needed.
- Ensure website content consistently follows IMP branding and style guidelines.
- Coordinate with the website host (i.e., University of Illinois Chicago) to troubleshoot issues if needed.
- Provide recommendations regarding future development of new website features.
- Respond to website inquiries, answering emails when appropriate or directing them to appropriate IMP representatives.
- Coordinate with the Communications Chair and other Committee members on the creation and implementation of the marketing and communications plan.
- Attend meetings as called by the Director, Deputy Director and/or Chairpersons.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Familiarity with WordPress platform.
- Ability to develop content for both front-end and back-end of WordPress website.
- Ability to troubleshoot website issues in a fast-paced environment.
- Strong attention to detail and problem-solving skills.
- Strong written communication skills, including English usage, spelling, grammar and punctuation.
- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of Committee activities.
- Ability to work and collaborate effectively with others.

- Self-driven and ability to work independently.
- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Communications Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Marketing/Messaging Coordinator

PURPOSE: The Marketing/Messaging Coordinator develops communications campaigns in support of IMP's goals. The primary responsibility of the Marketing/Messaging Coordinator is to create new messages and promotional strategies about IMP and monarch conservation that reach diverse stakeholders across Illinois. The Marketing/Messaging Coordinator works closely with other Committee members and partners to support and promote their activities and deliver these messages to the public and media.

RESPONSIBILITIES:

- Work with other Committee members to design communications and messaging campaigns and collateral for diverse audiences and media (e.g., social media, website, print, display boards, signage, presentations).
- Help create buzz about monarch conservation in support of the IMP mission, vision and implementation of the Illinois Monarch Action Plan.
- Work with Social Media Coordinator to develop social media calendar.
- Coordinate with the Communications Chair and other Committee members on the creation and implementation of the marketing and communications plan.
- Stay current on critical issues or opportunities that might affect the implementation of the marketing and communications plan and related projects.
- Attend meetings as called by the Director, Deputy Director and/or Communications Chair.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Knowledge of traditional and digital marketing, content marketing, and social media marketing.
- Strong communications skills, including excellent writing and editing.
- Experience with market research using data analytics software.
- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Self-driven and ability to work independently.

- Passion for making a difference.
- Patience for committing to long-term goals.
- At least a basic understanding of monarch butterfly and pollinator habitat/needs. Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- 2 - 3 years of relevant marketing or communications experience preferred.
- Media relations experience is a plus.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Communications Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Social Media Coordinator

PURPOSE: The Social Media Coordinator leads public engagement on social media platforms in support of IMP's goals. The primary responsibility of the Social Media Coordinator is to plan, implement and monitor the IMP's social media strategy in order to increase brand awareness, enhance marketing efforts and inspire engagement. The Social Media Coordinator works closely with other Committee members and partners to support and promote their activities via social media.

RESPONSIBILITIES:

- Help create buzz about monarch conservation in support of the IMP mission, vision and implementation of the Illinois Monarch Action Plan.
- Work with other Committee members to design and curate engaging social media content and messaging campaigns.
- Work with Marketing/Messaging Coordinator to develop social media calendar.
- Maintain social media calendar and schedule/post content to social media accordingly.
- Assist in the creation and editing of written, video and photo content.
- Attend events and produce live social media content when possible.
- Maintain unified brand voice across different social media channels.
- Monitor social media channels for relevant and engaging content.
- Interact with users on social media and discussion platforms. Respond to messages, inquiries and comments.
- Review analytics and create reports on key metrics.
- Coordinate with the Communications Chair and other Committee members on the creation and implementation of the marketing and communications plan.
- Stay current on critical issues or opportunities that might affect the implementation of the marketing and communications plan and related projects.
- Attend meetings as called by the Director, Deputy Director and/or Communications Chair.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 2 - 3 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Proficiency with major social media platforms (i.e., Facebook, Instagram) and social media management tools (i.e., Hootsuite, Sprinklr).

- Familiarity with Slack discussion platform or similar.
- Understanding of historical, current and future trends in digital content and social media.
- Strong communications skills, including excellent writing and listening.
- Exceptional interpersonal skills, including the ability to successfully communicate with people from diverse backgrounds.
- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities.
- Ability to work and collaborate effectively with others.
- Commitment to meeting the overall goals of the Committee.
- Passion for making a difference.
- Excellent planning, organizational and time management skills and ability to multitask.
- Self-driven and ability to work independently.
- At least a basic understanding of monarch butterfly and pollinator habitat/needs. Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- 1 - 3 years of experience with social media marketing or content development preferred.
- Proficiency with video and photo editing tools and digital media formats preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISERS: Reports to Communications Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Programming Chair

PURPOSE: The Programming Chair oversees special programming in support of IMP's overall goals. The primary responsibility of the Programming Chair is to help design and guide special events and engagement campaigns. The Programming Chair works with partners to implement and monitor programs over time to ensure their success.

RESPONSIBILITIES:

- Work with Special Events Coordinator, Special Events Assistant and Monarch Ambassador Coordinator to design and implement programming to engage stakeholders and support the IMP mission, vision and implementation of the Illinois Monarch Action Plan.
- Design programming priorities based on input from Committee members and IMP partners.
- Oversee the creation of the annual programming plan, which includes group goals and activities, timelines and budget.
- Submit the annual programming plan to the Director and Deputy Director for review.
- Schedule and facilitate subcommittee meetings for the purpose of coordinating the activities enumerated in the programming plan.
- Develop criteria to evaluate the success of programs and make recommendations for future improvements.
- Solicit the help of the Director, Deputy Director, State Coordinator and/or IMP Leadership Team to meet goals outlined in the programming plan.
- Stay current on critical issues or opportunities that might affect the implementation of the programming plan and related projects.
- Recommend action concerning critical issues that might affect IMP and its efforts
- Attend meetings as called by the Director and/or Deputy Director.
- Report progress on projects or initiatives at least annually.
- Maintain important documents to be passed on to the next chair.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Experience with planning and managing events and/or engagement programs.
- Excellent organizational, project management and time management skills.
- Ability to cope with limited resources, seize opportunities and think creatively.
- Ability to attend scheduled CEC training(s).

- Ability to stay apprised of all Committee activities and provide oversight to other Committee members.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to support and act as a resource to other Committee members.
- Ability to work and collaborate effectively with others.
- Strong communication skills.
- Passion for making a difference.
- Strategic vision and patience for committing to long-term goals.
- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state.

SUPERVISORS: Reports to Director and Deputy Director.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Special Events Coordinator

PURPOSE: The Special Events Coordinator manages the engagement calendar in support of IMP's overall goals. The primary responsibility of the Special Events Coordinator is to lead the planning, coordination, and implementation of special events and engagement campaigns. The Special Events Coordinator works closely with a range of partners and IMP leaders to coordinate stakeholder engagement.

RESPONSIBILITIES:

- Maintain calendar of monarch-related events, programs and holidays.
- Identify and track upcoming events and programs for IMP participation.
- Help plan and hold IMP-hosted events (e.g., webinars).
- Manage event/program details, coordinate with partners and respond to participant questions.
- Develop and lead programming and special engagement activities for May as Monarch Month.
- Help recruit IMP representatives to attend/present at partner events.
- Coordinate with the Programming Chair and other Committee members on the creation and implementation of the annual programming plan.
- Stay current on critical issues or opportunities that might affect the implementation of the programming plan and related projects.
- Coordinate with Graphic Designer and Technical Reviewer / Fact Checker on content development as needed.
- Coordinate with Social Media Coordinators and Marketing/Messaging Coordinator on engagement around events and programs.
- Attend meetings called by the Director, Deputy Director and/or Programming Chair as needed.
- Report progress on projects or initiatives at least annually.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Experience with planning and managing events and/or engagement programs.
- Excellent organizational, project management and time management skills.
- Ability to cope with limited resources, seize opportunities and think creatively.
- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities and provide oversight to

other Committee members.

- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to support and act as a resource to other Committee members.
- Ability to work and collaborate effectively with others.
- Strong written and verbal communication skills, including public speaking.
- Ability to multitask, remain calm and work under pressure.
- Familiarity with webinar platforms (e.g., Zoom, GoToWebinar).
- Attention to detail and good problem-solving skills.
- Experience managing teams or volunteers.
- Passion for making a difference.
- Patience for committing to long-term goals.
- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- Media relations experience is a plus.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state.

SUPERVISORS: Reports to Programming Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Monarch Ambassador Coordinator

PURPOSE: The Monarch Ambassador Coordinator manages the IMP Monarch Ambassador program. The primary responsibility of the Monarch Ambassador Coordinator is to help mobilize “an army of stewards” across Illinois to engage and educate people about monarchs.

RESPONSIBILITIES:

- Work with other Committee members and partners to design a Monarch Ambassador program in support of IMP’s mission, vision and the implementation of the Illinois Monarch Action Plan.
- Engage monarch ambassadors (including children) across Illinois to support monarch education and public engagement.
- Coordinate with affiliate volunteer programs to engage monarch ambassadors.
- Provide training and programming resources (e.g., education and engagement tools and templates) to ambassadors.
- Manage a roster of active monarch ambassadors.
- Maintain regular communication with monarch ambassadors.
- Coordinate with other Committee members to support ambassadors in the planning and promotion of local events.
- Coordinate with the Programming Chair and other Committee members on the creation and implementation of the annual programming plan.
- Stay current on critical issues or opportunities that might affect the implementation of the programming plan and related projects.
- Attend meetings called by the Director, Deputy Director and/or Programming Chair as needed.
- Report progress on program and initiatives at least annually.
- Maintain important documents to be passed on to the next coordinator.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Experience with planning and managing events and/or engagement programs.
- Experience managing teams or volunteers.
- Exceptional interpersonal skills, including the ability to successfully communicate with people from diverse backgrounds.
- Excellent organizational, project management and time management skills.
- Ability to cope with limited resources, seize opportunities and think creatively.

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities.
- Commitment to meeting the overall goals of the Committee.
- Strong written and verbal communication skills, including public speaking.
- Passion for making a difference.
- Patience for committing to long-term goals.
- At least a basic understanding of monarch butterfly and pollinator habitat/needs. Interest in and willingness to learn about monarchs, pollinators and habitat conservation.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Programming Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Special Events Assistant

PURPOSE: The Special Events Assistant supports public engagement in support of IMP's overall goals. The Special Events Assistant works closely with the Special Events Coordinator to manage all aspects of special events and engagement campaigns.

RESPONSIBILITIES:

- Assist with identifying and tracking upcoming events and programs for IMP participation.
- Help plan and hold IMP-hosted events (e.g., webinars).
- Help recruit IMP representatives to attend/present at partner events.
- Assist with managing event/program details, coordinating with partners and responding to participant questions.
- Support programming and special communications for May as Monarch Month.
- Coordinate with the Programming Chair and other Committee members on the creation and implementation of the annual programming plan.
- Stay current on critical issues or opportunities that might affect the implementation of the programming plan and related projects.
- Coordinate with Graphic Designer and Technical Reviewer / Fact Checker on content development as needed.
- Coordinate with Social Media Coordinators and Marketing/Messaging Coordinator on engagement around events and programs.
- Attend meetings called by the Director, Deputy Director, Programming Chair and/or Special Events Coordinator as needed.
- Coordinate with the Programming Chair and other Committee members on the creation and implementation of the annual programming plan.
- Coordinate with other Committee members on content development as needed.
- Stay current on critical issues or opportunities that might affect the implementation of the programming plan.
- Maintain important documents to be passed on to the next assistant.

TIME COMMITMENT:

- Meeting frequency will vary. During busy periods, hourly CEC meetings may occur at least bi-weekly.
- Approximately 1 - 2 hours per week between meetings to meet responsibilities.
- Available for additional phone calls/meetings with Committee members, partners, interested participants, etc.

QUALIFICATIONS:

- Experience with planning and managing events and/or engagement programs.
- Strong planning and organization skills.
- Ability to cope with limited resources, seize opportunities and think creatively.

- Ability to attend scheduled CEC training(s).
- Ability to stay apprised of all Committee activities.
- Ability to develop good internal and external relationships.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Strong written and verbal communication skills, including public speaking.
- Ability to multitask, remain calm and work under pressure.
- Familiarity with webinar platforms (e.g., Zoom, GoToWebinar).
- Attention to detail and good problem-solving skills.
- Passion for making a difference.
- Patience for committing to long-term goals.
- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- Media relations experience is a plus.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Primarily virtual; In-person as needed at various locations around the state of Illinois.

SUPERVISORS: Reports to Programming Chair.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Technical Reviewer / Fact Checker

PURPOSE: The Technical Reviewer / Fact Checker ensures the accuracy of content developed and/or distributed by the Committee. The primary responsibility of the Technical Reviewer / Fact Checker is to review draft content (e.g., educational resources, messaging, graphics, etc.) for errors or questionable references in order to avoid misinformation, misinterpretation or confusion. The Technical Reviewer / Fact Checker works closely with Committee members to review content as needed prior to distribution.

RESPONSIBILITIES:

- Review content developed or distributed by the Committee to ensure all information is accurate, supported by reputable sources and free from spelling or grammatical errors.
- Provide timely and constructive feedback to responsible Committee member(s) to help correct errors and improve clarity of information.
- Work directly with Committee members to review content as needed.
- Respond to technical questions from Committee members as needed.
- Attend meetings as called by the Director, Deputy Director and/or Chairpersons.

TIME COMMITMENT:

- Approximately 1 – 2 hours per week.
- Available for phone calls/meetings with Committee members as needed.

QUALIFICATIONS:

- Strong background in monarch butterfly biology, Illinois native plants and habitat conservation.
- Strong written communication skills, including English usage, spelling, grammar and punctuation.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Ability to work quickly and independently when needed.
- Must be able to confirm details without watering down or altering the overall message.
- Degree in biological science or related field preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Virtual.

SUPERVISORS: Reports to Director and Deputy Director.

TERM LENGTH: 2 years

**ILLINOIS MONARCH PROJECT
COMMUNITY ENGAGEMENT COMMITTEE**

TITLE: Graphic Designer

PURPOSE: The Graphic Designer translates educational resources and communications and engagement materials developed by the Committee into a wide range of creative products that are consistent with the IMP brand standards. The primary responsibility of the Graphic Designer is to support all Committee members in creative content development.

RESPONSIBILITIES:

- Create graphics to accompany communications, engagement, and educational materials.
- Produce final artwork for different media, including social media, website, email, signage, print, etc.
- Work with the Director, Deputy Director and Chairpersons to develop IMP brand standards.
- Work directly with Committee members to deliver graphic content as needed.
- Attend meetings as called by the Director, Deputy Director and/or Chairpersons.
- Maintain accurate and organized online files of graphic design materials.
- Maintain important documents to be passed onto future graphic designers.

TIME COMMITMENT:

- Approximately 1 – 2 hours per week.
- Available for phone calls/meetings with Committee members as needed.

QUALIFICATIONS:

- Basic graphic design and desktop publishing experience required.
- Proficient in InDesign, Illustrator, Photoshop or similar programs.
- Proficient in Microsoft PowerPoint and Word.
- Familiarity with social media graphic standards.
- Strong communication skills, including English usage, spelling, grammar and punctuation.
- Commitment to meeting the overall goals of the Committee.
- Ability to work and collaborate effectively with others.
- Self-driven and ability to work independently.
- Interest in and willingness to learn about monarchs, pollinators and habitat conservation.
- 1 - 3 years of relevant graphic design experience preferred.

TRAINING: Illinois Monarch Project CEC Training

LOCATION: Virtual.

SUPERVISORS: Reports to Director and Deputy Director.

TERM LENGTH: 2 years