

Seasonal Communications Assistant

Sable Points Lighthouse Keepers Association seeks a Seasonal Communications Assistant to join our team part-time from May to September 2025. The position assists the Marketing Manager and Operations Manager with various tasks for all four lighthouses (Big Sable Point, Ludington North Breakwater, Little Sable Point, and White River Light Station).

As a Communications Assistant, you will share the stories of our four lighthouses with people near and far. This is a great opportunity for a communications or marketing major to enhance their resume and gain experience across various channels of marketing and customer relations.

Purpose of Position: To assist with the day-to-day operations of all SPLKA lighthouses' social media, gift shops, and operations. This role will work closely with SPLKA staff and volunteers.

Responsibilities

- Assist the Marketing Manager with the creation and scheduling of social media.
- Take, gather, organize, and edit photos/videos as assigned by the Marketing Manager.
- Assist at SPLKA evening and/or weekend events to capture photos/videos and help with the overall operations when necessary.
- Ensure each volunteer lighthouse keeper tour gets a group photo during orientation and they're filed in the appropriate location.
- Help create a 2026 SPLKA photo calendar and yearbook.
- Assist with gift shop tasks such as pricing, inputting new inventory into the point-of-sale system, and taking product photos.
- Fill in as a daykeeper as needed at one of the four lighthouses as needed.
- Handle gift shop transactions accurately and honestly.
- Fulfill and mail online e-commerce orders.
- Help keep track of backstock and online stock.
- Assist the Operations Manager with tasks related to volunteer coordination including but not limited to creating and distributing nametags and coordinating school group visits.
- Deliver volunteer supplies, educational materials, and gift shop inventory to SPLKA facilities and lighthouses as needed.
- Other tasks as assigned.

Requirements

- A high school diploma or equivalent is required.
- Must be 18 years of age or older.
- Must be able to climb steps, stoop, bend, sit, stand, walk up to 2 miles, lift and carry up to 50 lbs.
- A keen eye for photo and video opportunities that align with the brand and mission.
- Must be well-versed in Canva or have the ability to become proficient with little oversight.
- Must be detail-oriented and organized.
- Must be familiar with Google Drive.

- Ability to follow checklists and follow through in a timely and efficient manner.

Reports to: Marketing Manager

Schedule: Part-time, 20 hours per week, May - September 2025

Compensation: \$15/hour + mileage

To apply: Fill out the [application here](#) and send it to julie@splka.org

Application deadline: March 7, 2025