

# Communications Coordinator

Natural Resources Foundation of Wisconsin

Posted: December 27, 2018

Deadline: January 31, 2019

Location: Madison, Wisconsin

Reports to: Executive Director

Classification: 50% -75% FTE, Salary



## **Position Overview**

The Communications Coordinator will create and guide the strategy for, and execution of, all communications, public relations, and marketing efforts for the Natural Resources Foundation of Wisconsin.

## **Responsibilities**

### **Content Creation and Publications: 32%**

- Identify and write stories that reflect the Foundation's projects and mission.
- Oversee the creation and maintenance of all print and electronic materials including: *Bridges* newsletters (3/year), annual report, marketing materials, websites, and blog.

### **Fundraising and Event Support: 24%**

- Serve on the Fundraising Team and work to support organizational fundraising efforts and goals.
- Assist with creation and proofing of solicitations both print and digital.
- Support and promote fundraising campaigns.
- Support and promote events.
- Manage and update online fundraising pages through Network for Good.

### **Marketing: 21%**

- Manage and maintain the Foundation's brand in all communications, materials, and public environments.
- Manage all digital marketing for the organization including social media, email marketing, SEO, Google Ads, Facebook Ads, and more.
- Manage all print, broadcast, and event marketing for the organization.

### **Public Relations and Media Relations: 13%**

- With the executive director, serve as spokesperson for the Foundation.
- Create and dissemination press release and media advisories.
- Track and archive coverage.

#### **Strategy, Planning, Admin: 10%**

- Develop and manage: annual calendar with development, grants, and programs staff; annual communications workplan with fellow staff and conservation partners; annual communications and marketing budget.
- Supervise and mentor the communications assistant (student work-study position).
- Track and measure key communications data and analytics and report annually to executive director and board of directors.
- Manage online services and billing for website hosting, domains, etc.
- Serve as the staff liaison to the Communications and Marketing Committee (ad-hoc board committee).

#### **Required Experience**

- Bachelor's degree or greater in communications, marketing, or related field of study plus three years relevant work experience OR Associate's degree in communications, marketing or related field of study plus five years relevant work experience.
- Experience working in development, communications, marketing, or related area of a nonprofit organization.
- Demonstrated experience writing feature-length content for print and digital publication.
- Experience writing and distribution press releases and working with the media.
- Highly proficient with Microsoft Office Suite.
- Experience managing a content management system, especially Wordpress.
- Experience using InDesign, Canva, Venngage, or Lucidpress to create marketing materials.
- Demonstrated success using digital marketing to achieve organizational goals: managing social media, email marketing, and digital ad campaigns.
- Experience managing print publications: using AP or Chicago style, working with contractors, managing a production process from ideation through print and distribution.
- Experience maintaining and implementing a brand and style guide.

- Experience working directly with a board of directors or C-level executives.
- Love of the outdoors. This position will require that you occasionally attend Field Trips and other experiences that will take you outdoors in nature for prolonged periods of time.

### **Desired Experience**

- Experience working for a foundation and/or conservation-focused nonprofit organization.
- Experience assisting with or leading a rebrand project.
- Experience building online forms and/or website design and development.
- Knowledge of Wisconsin's lands, waters, and wildlife as well as issues impacting the conservation of our natural resources.

### **We are seeking candidates who are**

- Naturally curious and love to learn – especially regarding science, nature, and people in Wisconsin;
- Detail oriented and committed to excellent work;
- Collaborative team players;
- Committed to clear and authentic communication;
- Process oriented and highly organized;
- Bring a sense of humor and fun to their work;
- Optimistic and hopeful that we can work together to build a brighter future.

### **Benefits**

- Paid time off 16 days pro-rated to the % FTE
- Ten paid holidays pro-rated to the % FTE
- At 60% FTE the Foundation pays the pro-rated amount of 75% of individual health insurance premium
- At 75% FTE the Foundation pays 100% of life, short-term and long-term disability insurance
- Two paid field trips
- 4% contribution towards 403(b) retirement plan
- Flexible Spending Account
- Madison Metro Bus Commuter Pass
- We encourage life-long learning and support ongoing professional development

**To apply**

In one document, submit cover letter, resume, three references, and an example of a work product to:

Ruth Oppedahl  
Executive Director, Natural Resources Foundation of Wisconsin  
[ruth.oppedahl@wisconservation.org](mailto:ruth.oppedahl@wisconservation.org)

In the subject line of any electronic communication, please put "Communications Coordinator Position."

Applications will be accepted until January 31, 2019

At the Natural Resources Foundation of Wisconsin, we have a clear vision to be the place where a diverse mix of talented people want to come, to stay, and do their best work. The Foundation is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Natural Resources Foundation of Wisconsin  
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