



Position:

Outreach Coordinator

Location:

211 S. Paterson St., Madison, Wisconsin*

*Until it is deemed safe for all employees to return to the office, this position will work remotely and coordinate with other staff to use the office for essential tasks as needed.

Position Overview:

The Natural Resources Foundation of Wisconsin is seeking an 80-100% FTE (32-40 hours per week) Outreach Coordinator to provide programmatic, marketing, and communications support. Availability to work occasional weekends required.

Supervisor:

Communications Director

Hourly Rate:

No less than \$18/hour, commensurate with experience.

How to Apply:

A complete application will include:

- Cover letter that speaks to your experience and how it meets the qualifications of this position
- Resume
- Three professional references

Please email to NRFHR@wisconservation.org

Application Deadline:

This position will remain open until filled. For best consideration apply by December 9, 2020.

Diversity Statement:

We believe diversity is a source of strength, creativity, and innovation at the Natural Resources Foundation of Wisconsin. We value the contributions of every person and respect the ways their identity, culture, background, experience, status, abilities, and opinions enrich our work and communities. We believe excellence is promoted through diversity and encourage all qualified individuals to apply.

About the Natural Resources Foundation of Wisconsin (NRF):

The Natural Resources Foundation of Wisconsin is a statewide nonprofit organization that connects generations to the wonders of Wisconsin's lands, waters, and wildlife through conservation, education, engagement, and giving. NRF works to protect Wisconsin's natural heritage by supporting critical conservation work through grant programs, offering opportunities for people to experience Wisconsin's outdoors through a statewide Field Trip Program, and providing a means for people to help protect Wisconsin's lands, waters, and wildlife that they cherish most, through our diverse ways to give.

Job Description:

Are you passionate about caring for Wisconsin's lands, waters, and wildlife? Do you want to connect generations to the wonders of our natural world? As the Outreach Coordinator for the Natural Resources Foundation of Wisconsin, you will be responsible for a wide range of marketing and communications efforts, event coordination for our Great Wisconsin Birdathon and Wayfarers programs, and conducting outreach efforts to connect people to NRF and our programs.

Job Duties:

- Support communications and marketing needs for NRF
- Coordinate the Great Wisconsin Birdathon annual event
- Coordinate the Wayfarers program
- Conduct outreach on NRF at conferences, meetings, and other events

Responsibilities:

- 40% Communications & Marketing Support
 - Write content for e-newsletters, blog posts, and publications
 - Craft press releases and support media relations efforts
 - Create print and digital marketing materials (e.g., posters, brochures, social media graphics, ad placements, talking points, etc.)
 - Manage the Great Wisconsin Birdathon and Wayfarers social media channels
 - Manage the Great Wisconsin Birdathon website and update and maintain webpages related to NRF Outreach Programs on WisConservation.org
 - Expand the Foundation's media library by attending Field Trips, in-person and virtual events, volunteer workdays, etc. to gather photos and video footage
 - Occasionally support coordination of professional photo shoots or video production
- 30% Event Planning
 - Coordinate the annual Great Wisconsin Birdathon event, including:
 - Developing and implementing an annual work plan for the Birdathon that achieves the event's fundraising, team recruitment, and engagement goals
 - Recruiting Birdathon teams
 - Providing technical assistance to teams and donors
 - Creating and sending communications to Birdathon participants
 - Conducting donor stewardship activities for major Birdathon donors
 - Managing Birdathon donor data
 - Coordinate the Wayfarers program, including:
 - Event planning for trips, volunteer events, and in-person and virtual events
 - Chairing the Wayfarers volunteer committee
 - Conducting outreach to promote Wayfarers programming

- 20% Outreach
 - Support efforts to make NRF Programs more accessible, diverse, and inclusive to all audiences
 - Attend in-person and virtual events to represent NRF through tabling and presentations
 - Support creation of Virtual Field Trips and other virtual engagement opportunities
 - Supporting outreach for the Cherish Wisconsin Outdoors Fund
 - Participate on the Foundation's Diversity, Equity and Inclusion committee
 - Promote Foundation volunteer opportunities and manage volunteer stewardship
- 10% Administrative
 - Record donor or member interactions in Foundation's CRM
 - In collaboration with Communications Director, oversee student work study positions
 - Update or develop procedures and processes related to outreach and event planning
 - Support other communications, marketing, or outreach administrative duties as needed

Qualifications & Experience:

- A commitment to the Natural Resources Foundation's mission and values
- 1-2+ years' experience working in marketing, communications, outreach, or an event planning role preferred
- Excellent written and verbal communication skills
- Familiarity with graphic design principles as well as tools such as Canva or Adobe Suite
- Experience in website content creation or management
- Significant attention to detail
- Helpful and happy attitude
- Excellent time management and organizational skills, including the ability to manage multiple priorities effectively
- Ability to work independently and take initiative
- Ability to work as part of a team

Benefits:

- 16 days paid time off
- Ten paid holidays
- Quartz health insurance (NRF pays 75% of individual health insurance premium)
- Life, short-term and long-term disability insurance (NRF pays 100% of basic premium)
- Two paid NRF Field Trips
- 403(b) retirement plan – 4% contribution
- Flexible spending account
- Madison Metro Bus Commuter Pass
- We encourage life-long learning and support ongoing professional development