Position: Communications Director
Reports to: Executive Director
Supervises: Outreach Coordinator

Position status:
This is a full-time, senior level professional position (averaging 40 hours per week). Availability to work after hours and weekends on occasion for special events required.

Location:
211 S. Paterson St., Madison, Wisconsin*
*This position has the flexibility to work a hybrid schedule. A minimum of two days per week at the Natural Resources Foundation of Wisconsin office is preferred.

About the Natural Resources Foundation of Wisconsin (NRF):
The Natural Resources Foundation of Wisconsin believes that nature has inherent value, and that people can make a positive difference. NRF is a statewide nonprofit organization works to protect Wisconsin's natural heritage by supporting critical conservation work through grant programs, engagement, and partnership development. NRF offers 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.

NRF is based in Madison, Wisconsin around four lakes and the ancestral home of the Ho Chunk Nation. The Fox (Meskwaki) and Sauk tribes also lived in the area. We strive to be a diverse, equitable, and inclusive conservation organization that shares power and decision-making with diverse communities that reflect our broader community.

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.
**Position Overview:**
The Communications Director, in partnership with the executive director and staff, develops strategic communications to emphasize NRF’s mission, while inspiring appreciation for Wisconsin’s natural resources and growing our conservation impact throughout Wisconsin.

The ideal candidate is a skilled writer and communicator who can oversee, and participate when needed, in the development of materials and communicate stories that foster donor and community engagement and support. This position is responsible for ensuring effective marketing and communications strategies reach a diverse statewide audience while overseeing and approving all organizational information or announcements before they are released to the public.

We strongly encourage applications from individuals who have a passion for conservation and the work outlined below, even if their professional experience does not align perfectly with the experiences listed. Natural Resources Foundation of Wisconsin supports paid professional development opportunities and training, and support from fellow staff members.

**Responsibilities (may vary year-to-year depending upon the strategy and plan):**

- **30% Strategy, Planning & Staff Management:**
  - Collaborates with executive director, and NRF leadership, to develop, update, and implement an integrated communications plan and content strategy that broadens awareness of NRF programs, priorities, and impact on lives; increases organizational visibility and connection with key audiences; supports the organization’s cycle of fundraising and programming and thoughtfully acknowledges individual and community support.
  - Manages related communications, marketing, and outreach budget components; assists in developing overall annual budget.
  - Uses stories, specifically stories of change and impact stories to expand our audience and demonstrate relevance of conservation, shared values, and the impact of our conservation work in new ways.
  - Communicates in a reader-centered manner framing stories and materials to elevate community members and supporters as change agents.
  - Develops, manages, tracks, and reports on strategic communications:
    - Annual development communications calendar & editorial calendar.
    - Annual communications workplan with staff and conservation partners.
    - Annual communications and marketing budget.
  - Supervises and mentors Outreach Coordinator, consultants and volunteers as needed.
  - Serves as the staff liaison to the board Communications and Outreach Committee; provides leadership in managing the committee and fostering vision and relationships for expanded committee impact and reach.

- **45% Content Development & Management:**
  - Continues to develop and manage a welcoming and inclusive brand in all communications, materials, and public environments.
  - Writes stories, updates, press releases and content according to the annual communication strategy and place. Serves as editor for outreach materials.
  - Supervises the production of all print and electronic materials created by NRF staff:
Bridges print newsletters (3/year)
- Annual report
- Marketing materials
- Website
- Blog
- Social media

- Serves as one of the key staff representing the organization at press events; increases press presence throughout the state particularly in areas where the organization has historically had a lower profile.
- Oversees the strategy and implementation of all digital marketing for the organization including social media, email marketing, SEO, Google Ads, Facebook Ads, and more.
- Manages all print, broadcast, and event marketing for the organization.
- Cultivates relationships with media and other partners.

- 20% Fundraising & Event Support:
  - Collaborates with fundraising staff and executive director to develop the communications strategy, messaging, shared values, and audiences, behind all fundraising appeals and mailings to expand the impact and reach of the organization.
  - Oversees design of annual and special appeals, online giving and ensure a strong culture of appreciation for the organization.
  - Serves on the Fundraising Team to support organizational fundraising and communication efforts, build relationships, ensure integration with events, campaigns, and goals.

- 5% Other Duties as Required

Minimum Qualifications:
- A commitment to the Natural Resources Foundation’s mission and values.
- At least five years relevant work experience in communications, marketing, or related field with demonstrated progression of leadership and/or responsibility.
- A love of the outdoors. This position will require occasionally attending field trips and other experiences in nature for up to a day.

Preferred Qualifications:
- Advanced degree in marketing, communications, or business preferred but not necessary with substantial demonstrated on-the-job experience.
- Experience working directly with a board of directors and executive leadership.
- Supervisory experience.
- Experience managing budgets, teams, & content creation processes.

Skills & Abilities:
- Strong candidates will have extensive knowledge and expertise in marketing and public relations campaigns, ideally with nonprofits.
- Proven examples of nonprofit storytelling as a tool to inspire and engage; ability to transform information into captivating stories designed to connect to new audiences and/or
engage other; ability to encourage co-workers and the board of trustees in building their own storytelling skills.

- Demonstrated experience in working within or managing a comprehensive and integrated communications, media relations, and marketing program to advance an organization’s mission and goals; developing budgets, systems, and processes to streamline and advance the organization’s communication goals.
- The ability to collaborate with staff members, consultants, and board members as part of the organization’s fundraising and outreach efforts.
- Creative strategic thinker with good judgement and an ability to adapt and reprioritize as needed, make strategic decisions.
- Skilled in working with designers to achieve visual storytelling, donor-reader-centered publications, graphic continuity, and updating materials based upon current graphic standards. Familiarity with graphic design principles as well as tools such as Canva or Adobe Suite.
- Editing experience using AP or Chicago style managing a production process from ideation through print and distribution both independently, with staff and outside contractors.
- Demonstrated learner, ability to try new ideas and approaches; commitment to work with people from all walks of life; fosters a team approach with a “can-do” attitude; friendly, responsive, and engaging.

**Salary Range & Benefits:**
- $55,000 to $60,000 per year to start, based on experience and qualifications
- 16 days paid time off
- Flexible, hybrid work schedule
- Ten paid holidays
- GHC health & Delta dental insurance (NRF pays 75% of individual health & dental insurance premiums)
- 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

**How to Apply:**
A complete application will include:
- Cover letter which speaks to your experience and how it meets the qualifications of this position.
- Resume.
- Three professional references.
- Three examples of work products that best reflect the desired goals of this position.

Please combine the requirements above into one pdf and email to NRFHR@wisconservation.org.

**Incomplete applications will not be considered.**

**Application Deadline:**
This position will remain open until filled. For best consideration apply by March 4, 2022.