

Natural Resources FOUNDATION

of Wisconsin

Position: Digital Communications Coordinator

Reports to: Director of Communications

Position status:

This is a full-time, entry-to-mid-level position (averaging 40 hours per week).

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 are required.

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 that 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 by providing a means for people to help protect Wisconsin's lands, waters, and wildlife 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:

NRF seeks a Digital Communications Coordinator who can tell a compelling story in 280 characters; use art and design to engage and inspire; leverage hashtags, emojis, and GIFs appropriately and effectively; and understands how communications and digital media tools can amplify an organization's brand and build relationships.

The Digital Communications Coordinator will engage with diverse audiences through multiple channels. Through strategic thinking and creative storytelling, they will help NRF elevate our mission and programming, as well as authentically connect with our community of members, donors, educators, partners, funders, the media, and other collaborators in the conservation and philanthropy sectors.

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

25% Digital Fundraising Communications:

- Develop and implement digital fundraising programs including e-newsletters, online content monetization, digital fundraising via website, e-mail, mobile, and social media.
- Create digital fundraising and membership procedures to ensure digital donors receive structured, appropriate online and digital giving opportunities.
- Manage engagement and cultivation of leads acquired through online fundraising and create ways to foster higher giving levels.
- Work with the Director of Philanthropy to set benchmarks across all digital fundraising channels.
- Reach out to underrepresented populations including those who identify as Black, Indigenous and people of color, to diversify and strengthen our statewide membership.
- Work closely with leadership to create online solicitations and design campaigns to increase member acquisition and retention/renewal.
- Expand planned giving opportunities on the NRF website.

20% General Digital Communications:

- Assemble, send, and analyze monthly organization-wide eNews emails.
- Optimize website (including SEO and evergreen content) to increase website traffic.
- Assist director of communications in drafting and conducting research for blogs.
- Improve response rates and increase online donor retention.

50% Social Media:

- Create, post, and share high-quality, compelling, and relevant content about NRF, our programs, and mission-related news via social media channels, especially Instagram, Twitter, and Facebook.
- Develop creative and innovative media (such as graphics and videos) to promote events, campaigns, and programs.
- Design social media toolkits to engage users in amplifying our programs and campaigns.
- Monitor social media accounts and interact with users.
- Collect and review data to inform social media strategies and improve effectiveness.
- Research and evaluate paid digital media opportunities to increase the visibility of NRF's programs and campaigns.
- Stay informed of the social media space and emerging content trends, monitoring for conversations, activities, and developments that may serve as opportunities for NRF.

5% Other Duties as Required

Skills & Abilities:

- Superior people skills and ability to work effectively with NRF team members and board members.
- Stellar organizational & time management skills.
- Intimate knowledge of established and emerging social media channels (Instagram, Twitter, Facebook, YouTube, LinkedIn, Pinterest, TikTok, etc.).
- Commitment to keeping up with evolving social media trends and best practices.
- Experience with social media analytics tools and translating quantitative data into useful, actionable insights.
- Exceptional written and verbal communication skills.
- Proficiency with Adobe Creative Cloud Suite, Canva, or other similar platforms.
- Adept in Microsoft Office Suite.
- Highly motivated and self-directed, with sharp attention to detail and conscientious follow-through; ability to effectively prioritize and execute tasks in a remote work setting.
- Curiosity and desire to learn and grow.
- Flexible, with an all-hands-on-deck, team-centered approach (we are a small crew!).
- Keen eye for design and experience working within brand guidelines preferred.
- Basic video editing and/or digital media production skill preferred.
- Familiarity with WordPress and Mailchimp preferred.
- Knowledge of environmental conservation issues preferred.
- Experience working with Hootsuite or other social media management platforms a plus.

Minimum Qualifications:

- Bachelor's degree or comparable experience.
- A passion for our mission and /or love of the outdoors.
- At least two years relevant social media and/or digital fundraising experience.

Preferred Qualifications:

- Familiar with fundraising approaches and able to think creatively about ways to marshal support for NRF and its programs.
- Experience with individual giving and issue-based fundraising campaigns.
- Proven success in developing a strategic and creative online brand/presence, professionally (at work, an internship, or school) and/or personally.
- Experience with website analytics and optimization.
- Energetic spirit and positive attitude.

Salary Range & Benefits:

- \$45,000.00 to \$50,000.00 per year to start, based on experience and qualifications.
- 16 days paid time off.
- Flexible, hybrid work schedule.
- Free parking.
- Office on Capital City Bike Trail.

- 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 minimum qualifications of this position.
- Resume.
- Three professional references.

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 September 16, 2022.