



COMMUNICATIONS & EVENTS MANAGER

LOCATION: Madison, Wisconsin

Position Summary:

The Communications and Events Manager is supervised by the Outreach Programs Director (OPD) and works to implement and refine the organization's communications (e.g. website, newsletter, social media) and events (e.g. annual wetland science conference, field trips). This is a full-time position.

DUTIES AND RESPONSIBILITIES:

Communications (50-75%)

1. Implement and refine the organization's Communications Plan, coordinate all of WWA's public communications, and track and report on communications metrics. Develop and oversee implementation of media strategy.
2. Coordinate and edit the organization's quarterly print newsletter and annual report, including developing and editing content and overseeing design and production. Manage and expand organizational visual assets (photo library, videos) to contribute to communications success.
3. Advise program staff on communications opportunities to support their programs.
4. Coordinate communications sent via email, including the organization's bi-weekly newsletter and periodic issue alerts. Manage subscriber list, including coordinating its transfer to a new platform.
5. Maintain organization's website, including creation of new content.
6. Pursue content marketing to support WWA's ongoing communications goals.
7. Maintain public brand identity through organization's public outreach materials (e.g. tabling information, stationery, presentation template).
8. Assist with preparing membership communications (e.g. appeals, renewals) to ensure consistent messaging.

Events Planning (25-50%)

9. Provide key support for annual Wetland Science Conference, including managing promotion and publicity, coordinating presenter communications, planning and coordinating field trips, handling sponsor & exhibitor logistics and communications, and providing assistance with conference budget development and management.
10. Plan and coordinate special events (e.g., member field trips, awards program, and 50th anniversary events), including developing and managing budgets and overseeing event volunteers.
11. Develop and implement communications strategy for the annual Big Share online giving day.
12. Continually evaluate individual events and overall events program for success, identifying and resolving issues and making recommendations for improvement.

KNOWLEDGE, ABILITY, AND EXPERIENCE QUALIFICATIONS:

- Bachelor's degree in communications or a related field.
- At least 1 years' experience doing communications work.
- Exceptional oral and written communication skills and the ability to innovate and implement successful communications strategies and events.
- Proven ability to work both independently and as part of a team and to manage multiple complex projects.
- Knowledge and understanding of wetlands, wetland ecology, and wetland-related fields, or the ability to learn quickly in order to develop accurate and effective communications.
- Experience with social media platforms (e.g., Facebook and Twitter), mass email platforms (e.g. Constant Contact, MailChimp), Microsoft Office applications, Google AdWords and Analytics, and Adobe InDesign.
- Experience managing websites using Wordpress or other CMS platform.
- Ability to interact effectively with partners, volunteers, members, staff, board, and the general public.

Other Preferred Characteristics:

- a. An appreciation for the importance of wetlands.
- b. A flexible work- and management- style with an ability to respond to challenges and opportunities.
- c. Flexibility and willingness to maintain sustainable work-life balance while achieving organizational goals.
- d. Demonstrated success with fundraising, preferably from both public and private funding sources.
- e. Intellectual curiosity, commitment to teamwork, appreciation of humor as a critical component of an effective workplace, and clear and open communication style.
- f. Outstanding professional and personal ethics.
- g. Commitment to the mission of Wisconsin Wetlands Association.

COMPENSATION

Compensation will be dependent on experience and qualifications and includes some benefits, including retirement savings plan.

HOW TO APPLY

Submit cover letter, resume, and three sample communications pieces that you've produced (e.g., print newsletter, email newsletter, blog post, links to social media accounts you are actively managing) by **May 19, 2017**, to:

Wisconsin Wetlands Association
214 North Hamilton Street, Suite 201, Madison, WI 53703
info@wisconsinwetlands.org

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