



Communications & Marketing Specialist

Position Description

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Riveredge is more than a nature center. Its legacy as a pioneer in the areas of land restoration, research, and inquiry-based education throughout Wisconsin serves as a strong foundation for future initiatives. Today, Riveredge is reimagining the role of the nature center by empowering and supporting communities to live in harmony with their natural environment in a way that encourages exploration, adventure, and fun.

Riveredge has a 53-year history as a leader in environmental education in the state of Wisconsin. The Center provides science-based, inquiry-oriented, outdoor experiences to over 45,000 learners of all ages each year. The mission of Riveredge Nature Center is to promote conservation through education that awakens curiosity, engages the body, and explores connections to nature for all generations. Through this, Riveredge envisions healthier human and natural communities.

Riveredge is working to become a leading destination in the Midwest for learning, discovering, and experiencing the interconnections between nature and society. This work is done through creating partnerships which transform the culture of our formal education systems, communities, and lifestyles. This is an exciting time in the history of Riveredge as we work to pioneer strategies to redefine the role of nature centers in today's society.

Position Purpose

The Communication & Marketing Assistant will work as part of the Riveredge Nature Center team of staff and volunteers. This position is responsible for supporting programming, research, and conservation efforts by communicating their work to those outside of the organization. This position has primary responsibility for the Riveredge website, social media presence, new mobile app, email and print newsletters, and general event/program marketing.

Riveredge seeks a dynamic, creative individual to fill this position.

Primary Duties

Riveredge Website & App

- In early 2022, Riveredge will be launching both a new website and a robust, multifaceted app
- Serve as the primary staff member to update website
- Solicit, collect, and publish blog posts
- Update program pages, list new events and programs
- Serve as the primary staff member to update app on a regular basis
- Collaborate with education and conservation staff members to ensure the app is updated at a minimum 2-4 times per month

Communications & Social Media

- Serve as primary editor for the quarterly Riveredge newsletter. Collaborate with the Executive Director on content vision and the Membership & Database Manager on design and layout. Communicate with staff authoring newsletter articles.
- Write and distribute press releases for RNC efforts
- Design, administer, and implement a comprehensive social media presence for RNC on a variety of platforms including Facebook, Twitter, and Instagram
- Increase awareness of program offerings online and through print/radio/TV presence
- Write and distribute email based newsletter every-other week

- Send out e-blasts for special events and initiatives

Other Collaborative Responsibilities

- Support the development team with special event development, marketing, and online fundraising efforts
- Work with staff teams closely on the following events, including some pre-event organization, include help with planning and execution of: River Valley Bike Ride (end of June), Frothy Forage (May), Farm Dinner (annual fundraising dinner in early September), Sturgeon Fest (end of September), Yule Log Dinners (early December), Maple Sugar Suppers (early March), and Pancake Breakfast (early April)
- Assist with some special event registration systems
- Observe programs, walk the trails, and work with volunteer groups occasionally to learn about and become part of the Riveredge family
- Manage photography assets for Riveredge. Work with volunteer photographers to add assets to the photography library as needed
- Communicate & educate staff members on branding guidelines for the organization

Other Responsibilities

- Assist in staffing the Visitor Center approximately three Saturdays per year
- Participate in all staff meetings and activities
- Other duties as assigned by the Executive Director

Position Expectations

In addition to the primary duties, the Special Events & Volunteer Manager is expected to meet the following expectations set forth to all staff members of Riveredge Nature Center:

- Meaningfully contribute to the Riveredge staff team. This includes helping with projects, programs, and events that may fall outside of the primary duties or departments of this position description.
- Foster an inclusive and supportive environment through personal actions such as supporting and helping other staff members and volunteers.
- Regular and consistent growth in revenue and participation metrics on an annual basis.
- Identify opportunities and contribute to efforts to realize additional earned and contributed revenue outside the nature center program area such as, but not limited to, specialty programs, membership recruitment, in-kind donations, grants and gifts.
- Provide high quality customer service experiences to all guests and volunteers.
- Develop personal benchmarks and measures of success related to yearly Riveredge Nature Center approved goals and strategic priorities.
- Regularly participate in staff meetings and internal professional development training.
- Seek out professional development opportunities outside of Riveredge Nature Center to further expand and improve your skills, talents, thoughts and ideas.
- Strive for excellence and innovation.
- Meaningfully contribute to applying significant examples of regional impact on the environment and education

Benefits & Working Conditions

This is a part-time, hourly position (up to 28 hours per week) and provides the following benefits. Specific quantity of benefits will be presented in the offer letter.

- Limited matching retirement contributions,
- Paid holidays,
- A generous Paid Time Off (PTO) allotment
- Optional participation in dental insurance program

Additional working conditions include:

- Work evenings and weekends on a regular basis.
- Assume occasional travel within the state.
- Occasional hours may be spent telecommuting from home.

Physical Requirements:

- Sit and type for long periods of time indoors among an open concept office setting.
- Hike outdoors on varying terrain, in all seasons.
- Ability to lift up to 20 lbs. and climb stairs.

Riveredge Nature Center is committed to fostering, cultivating, and preserving a culture of diversity and inclusion. Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and achievement as well.

We embrace and encourage our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.

This position reports directly to the Director of Development.

Preferred Qualifications

- Experience supporting and/or leading marketing and/or communication efforts for a nonprofit organization
- Strong oral and written communication skills
- Demonstration of a self-driven, motivated, and growth-mindset personality
- Flexible, collaborative spirit who contributes positively to a team environment
- Well-developed ability to set and meet goals and outcomes
- High understanding and comfort level with social media and multiple online platforms
- Detailed oriented – ability to multitask and complete tasks in a timely manner
- Ability to work as a member of a team by sharing decision making while personally assuming and also asking for responsibility and accountability
- Computer skills, comfort using email and internet. Must be proficient in using Microsoft Word, Microsoft Excel and Microsoft Power Point.
- Interest in sustainability education and its connection to environmental issues and a community's well being
- Proficiency in using G-Suite such as Docs, Sheets, Forms, Drive, Gmail, Calendar

Deadline: Monday, January 12, 2022.

Please send resume, cover letter, and contact information for three references (**as one PDF**) to jobs@riveredge.us . For questions, please contact the Executive Director at 262-375-2715.

To Learn More

To learn more about Riveredge's mission, vision, core values, and recent mission impacts, please visit:

<https://www.riveredgenaturecenter.org/mission-vision-values/>

<https://www.riveredgenaturecenter.org/financials/>

Growing Wild: 50 Years of Riveredge - <https://www.youtube.com/watch?v=-9YVOGgjhDY>