



Communications and Marketing Specialist

Wild Rivers Conservancy of the St. Croix & Namekagon is recruiting for a full-time Communications and Marketing Specialist. This staff will provide support in areas such as marketing, advertising, and media relations, and create and expand on our brand's story. As the official nonprofit partner of the St. Croix National Scenic Riverway (SACN), we work closely with the national park service staff to conserve our wild and scenic rivers. We seek a person experienced in creating and implementing a multi-media communications strategy with the ability to track and analyze efficacy. Someone with a deep interest in the environment, that is an outdoor enthusiast, and who enjoys working in a team environment will thrive in this fast-paced position.

Position Summary

The Communications and Marketing Specialist delivers effective communications reflective of the mission, vision, and work of Wild Rivers Conservancy and SACN, our core partner. This position will continue to develop our brand through traditional and social media that reflects the purposeful, yet often fun, nature of our work. It requires someone able to write with a credible voice infused with approachability. Using robust writing, design, and project management skills, this role creates comprehensive content with a keen understanding of the target audience and the desired “next step” across multiple channels and mediums. This role optimizes content delivery and strategy through the use of key metrics and analytics and is also involved in the development of our growing retail strategy. Someone that possesses strong interpersonal skills to contribute to an environment of accountability and communication and works collaboratively to meet deadlines and expectations will shine in this role.

Core Functions

- Plan and execute an annual content calendar for all media channels that effectively represents Wild Rivers Conservancy in collaboration with SACN
- Develop, organize, and oversee marketing and communication strategies in collaboration with Conservancy and SACN staff to support various initiatives
- Write, design, produce, and deliver digital and printed content to increase program engagement, support fundraising initiatives, and share the Conservancy mission
- Develop marketing collateral such as rack cards, program brochures, event-specific material, swag giveaways, and other needs as developed
- Design, manage, and deliver the Conservancy’s newsletters and annual report as well as branded promotional and retail items
- Coordinate with vendors in all aspects of publications, advertising, and contracted photography and videography

- Organize and maintain media files including photos, logos, and other collateral
- Ensure brand consistency and Conservancy voice in all publications and materials with attention to image and language accuracy
- Utilize project management tools to build out tasks and timelines, delegate requests, coordinate communication, and ensure a timely and error-free project completion
- Stay up to date on industry trends, and make recommendations for adjustments to communications strategies and practices

Qualifications

A degree or certification in communications or a related field with a minimum of two years of professional experience OR a minimum of five years of demonstrated professional experience is desired. A detail-oriented project manager with a proactive, anticipatory approach and the ability to prioritize and manage time-sensitive projects is well-suited for this role.

- Exceptional communication skills coupled with the ability to apply both creative and analytical thought to projects and assignments
- Demonstrated experience in marketing and communication strategy development implementation across multiple media channels
- Experience facilitating the design and publication of newsletters/annual reports with an emphasis on team support and professional process and finish
- Strong writing skills with an emphasis on accuracy and clarity
- The ability to distill abstract ideas and concepts into actionable steps and products
- An astute eye for visual communication and layout; experience with digital marketing, social media, and event platforms
- Ability to report on analytics and metrics, and use them to optimize content
- Experience negotiating agreements with vendors and managing relationships
- Fluent user of communications software such as Adobe Creative Suite, WordPress, MailChimp, Monday.com or a comparable PM suite, Google Workspace and Analytics

The Communications and Marketing Specialist is a full-time, salaried position with benefits. The salary range is \$45,000 to \$55,000, dependent on experience. The office is based at the Acreage in the picturesque river town of Osceola, Wisconsin. This position will require some night and weekend work, with occasional travel throughout the St. Croix watershed.

To apply, please send a resume, cover letter, and portfolio of work to Jenn Lutz, Operations Manager, at careers@wildriversconservancy.org. Applications are due by Friday, March 17, or until the position is filled.

The Wild Rivers Conservancy is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.