



# Driftless Area Land Conservancy

## COMMUNICATIONS AND DEVELOPMENT ASSOCIATE

### Background:

We are seeking a talented, passionate and detail-oriented individual dedicated to making a lasting impact on one of the most unique, diverse and beautiful regions of our state and nation – Wisconsin’s Driftless Area.

Driftless Area Land Conservancy (DALC) is a regional, nonprofit conservation organization dedicated to protecting, maintaining and enhancing the health, beauty and diversity of Southwest Wisconsin’s Driftless Area, while connecting people to the land and one another. DALC is an Equal Opportunity Employer.

### Essential Functions of this Position:

The Communications and Development Associate will help develop and implement communications, marketing and membership growth strategies with the goal of inspiring and engaging a growing constituency for conservation.

The ideal candidate is a skilled communicator who can effectively communicate stories of change and foster donor and community loyalty in the work we do together to protect this special region. This full-time position reports to the Executive Director.

Key responsibilities and functions are as follows:

- **Communications and Fundraising:** Help develop and implement an integrated communications plan and content strategy that creates brand identity, organizational visibility and connection with key audiences; broaden awareness of programs and conservation priorities; increase donor support and retention; and thoughtfully acknowledge and steward individuals, businesses and supporters.
  - Create *stories of change* and *impact stories* to expand our audience and demonstrate relevance for our conservation work, shared values and the impact of our conservation work in new ways.
  - Implement two annual appeals and online giving, ensuring a strong *culture of appreciation* for the organization. Oversee the maintenance of our database (Little Green Light), and help develop the strategy behind fundraising appeals and mailings.
  - Assist Executive Director with DALC’s major donor cultivation and appreciation efforts.
  - Develop an integrated program and social media strategy to provide effective reader experiences and engagement throughout the year. Develop, prepare, and layout update letters, newsletters, invitations, and other paper/online publications.
  - Cultivate, secure and coordinate media coverage for all DALC programs, draft all press releases.
  - Maintain/update displays and outreach materials, and customize presentations to build greater connections to DALC.
  - Maintain website and be familiar with WordPress.
  - Help design, manage and implement DALC special events and gatherings.
  - Other duties, as assigned by the Executive Director.

### Professional Qualifications

- BA/BS in related field required such as communications, marketing, advertising, journalism and/or natural resources.

- Demonstrated ability to write in a donor-centered manner; frame stories and materials to elevate community members and donors as change agents; learn new strategies and techniques; and remain current of nonprofit communication and fundraising trends.
- Exceptional planning, writing, editing and production experience with newsletters, press releases, annual reports, marketing literature and other print and electronic publications.
- Skilled storyteller with strong writing and communication experience with a variety of print and online communications media. Creative and thoughtful ideas on how new media technologies can be utilized, and demonstrated desire to learn and apply new concepts quickly.
- Proficiency with donor database systems and solid understanding of member retention strategies.
- Experience with basic graphic design of print and online communications. Proficiency with computer programs and graphic design software, including Constant Contact, Photoshop, Publisher, PowerPoint and Excel required.
- Ability to multi-task and provide strategic decision making in a team setting. Must be able to work under pressure with good humor and grace.
- A commitment to rural people, working landscapes, and serving the greater public interest via conservation is a must. Ability to listen to farmers, landowners, community members and partners and to create responsive, thoughtful, solutions to funding, programmatic, and communication/fundraising needs.
- Preferred:
  - Demonstrated success in the development of a fundraising and outreach program for a small non-profit and growing organization, with a track record of increasing donor retention and loyalty.
  - Prior work and/or volunteer experience with management of special events.
  - Enthusiasm and commitment to conservation.

### Personal Characteristics

Candidate must be energetic, flexible, collaborative and proactive, and possess excellent communication and people skills, be a self-starter and strategic thinker, and perform as a team player. Attention to detail and ability to organize and manage diverse and multiple activities, set priorities, and remain flexible under pressure is critical to the success of this position. An ability to travel throughout Southwest Wisconsin and work some weekend and evenings is necessary. Must provide current drivers license and own vehicle.

### Additional Information:

Salary: Competitive starting salary (from \$34,000 to \$38,500 – depending on experience). Full-time preferable (part-time may be an option). No medical and dental benefits, but generous leave policy, including up to three weeks paid vacation in the first year along with personal time.

Administrative support: Very limited. The individual in this position must be prepared to handle his/her own correspondence, filing and record keeping.

Location: Driftless Area Land Conservancy office is in Dodgeville, WI. Some flexibility with regard to telecommuting and working off-site is possible.

Please send cover letter, resume, writing & publication samples and three references to Natasha Rank, Operations Manager & Conservation Assistant, at [natasha@driftlessconservancy.org](mailto:natasha@driftlessconservancy.org). NOTE: Please put the words “**Communications and Development Associate**” in the subject line of your email. Deadline for accepting resumes is **31 January 2018**.