



**GROUNDSWELL**  
CONSERVANCY

## Communications Coordinator

### **Who We Are:**

Groundswell Conservancy's mission is to protect special places, forever. We're a nationally accredited, nonprofit conservation organization in Madison, Wisconsin, that serves Dane County and the surrounding region of southcentral Wisconsin. We have permanently protected nearly 14,000 acres of important land and water since 1983. We want everyone to live in a world filled with green places where communities thrive. We believe that land is essential for people's physical, emotional, and spiritual wellness. We strive to be an anti-racist organization that shares power and decision-making with groups and individuals that reflect our diverse community. Learn more about us at [groundswellconservancy.org](http://groundswellconservancy.org).

### **What You'll Do:**

The Communications Coordinator helps raise awareness and grow support for Groundswell's mission. This person will coordinate our print, email, social media, and website communications. They will also connect people with nature through free community field trips and events on land Groundswell helped protect. They will be supervised by Groundswell's Director of Major and Planned Gifts. This person may supervise contractors, volunteers, and interns.

### **Primary Responsibilities:**

#### **Communications and Outreach (75%)**

- Collaboratively develop and lead the implementation of a strategic communications plan to raise awareness and support for Groundswell Conservancy.
- Plan, coordinate, and assist with writing two newsletters per year and the annual report.
- Regularly create and add new content to our website, including blog posts, job postings, etc.
- Create and manage email communications to supporters, partners, and prospects (using MailChimp).
- Create engaging and relevant content for social media and regularly post to Facebook, Instagram, and LinkedIn.
- Work with staff to update existing or create new signage for Groundswell's preserves and protected lands.
- Strategically develop and maintain relationships with media contacts to increase earned media and raise visibility.
- Serve as staff liaison to the Communications Committee of the Board, helping to schedule meetings and set agendas.

### **Events (25%)**

- Plan and implement 6 free community field trips annually.
- Plan and implement other Groundswell special events such as food cart nights, annual trail run, annual fall harvest picnic, annual Thank You Party, and land acquisition celebrations.
- Build relationships with partner organizations to create fun, engaging events that appeal to diverse community members.

The above lists are intended to describe the general nature and level of work being performed by the person in this position. They are not intended to be exhaustive lists of all responsibilities and duties required of this position.

### **Who You Are:**

- Passionate about and committed to Groundswell's mission and values.
- Communications professional with 3 to 5 years of work experience in communications, journalism, events planning, marketing, or other relevant areas.
- A clear, timely, and friendly communicator with strong writing and speaking skills. The ability to write for a variety of purposes, including web and print publications, blogs, emails, and social media posts, is essential.
- Self-starter, organized, thorough, and detail oriented.
- Good project manager with the ability to successfully work on multiple projects while prioritizing and meeting deadlines.
- Curious, flexible, and enthusiastic about connecting people with nature.
- A team player who enjoys collaborating with diverse people and partner organizations.

General office and computer skills are required, including working knowledge of the Microsoft Office Suite (particularly Word, Excel, and PowerPoint), Google Workspace, and popular social media platforms.

Experience working with the following is preferred but not required:

- MailChimp
- HootSuite or other social media management tool
- WordPress
- Adobe Suite (particularly Acrobat, InDesign, and Photoshop)
- Little Green Light

We know there are great candidates who may not check all of these boxes. We also know you might bring important skills that we haven't considered. If this describes you, don't hesitate to apply and tell us about yourself.

**Salary and Benefits:**

This is a full-time (40 hours/week) position. The salary range is \$50,000 to \$56,000 annually depending on qualifications and experience. Benefits include:

- Health insurance through Quartz (Groundswell covers 75% of the monthly premium for the employee (not family))
- Dental insurance through Anthem (Groundswell covers 90% of the monthly premium for the employee (not family))
- 12 paid holidays per year plus 3 days paid personal time per year
- Annual leave starting at 10 days per year
- Paid sick leave accrued at the rate of 8 hours per month
- Additional paid and unpaid family, parental, and other forms of leave
- Simple IRA retirement (Groundswell matches up to 3% of the employee's voluntary contribution)
- Free parking; office conveniently located on the Capital City Bike Trail

Groundswell prides itself on being a supportive, collaborative, and flexible work environment. We are an Equal Opportunity Employer and seek to employ staff members that represent the diversity of the Dane County community.

**Work Schedule and Location:**

We offer flexible working hours, with some evening and weekend work related to events and field trips. Our office is in Madison, WI. Events take place in and around Dane County. There is the option for some remote work.

**To Apply:**

Please email a resume and cover letter to [admin@groundswellconservancy.org](mailto:admin@groundswellconservancy.org). Please include Communications Coordinator Application in the subject line.

The hiring team will begin reviewing and interviewing candidates on a rolling basis as soon as January 15, 2025.