



Communications Coordinator

Who We Are

Groundswell Conservancy's mission is to protect special places, forever. We're a nationally accredited nonprofit conservation organization based in Madison, Wisconsin. We serve Dane County and the surrounding region of south-central Wisconsin. Since 1983, we have permanently protected nearly 15,000 acres of important land and water. 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 who reflect our diverse community. Learn more about us at groundswellconservancy.org.

What You'll Do

The Communications Coordinator helps raise awareness of Groundswell's work and grows support for our mission. This role is a combination of storytelling and community engagement. You'll be responsible for print, email, social media, and website communications. You'll also connect people with nature by helping plan free community field trips and events on land Groundswell helped protect. You'll be supervised by Groundswell's Director of Major and Planned Gifts. You may supervise contractors, volunteers, and interns.

Primary Responsibilities

Communications and Outreach (75%)

- Assist in carrying out strategic communications plan goals and tactics
- Coordinate and assist with the annual production of two newsletters and the annual report
- Regularly create and add new content to our website, including blog posts, job postings, land protection project announcements, and more
- Create and coordinate email communications to supporters, partners, and prospects (using MailChimp)
- Create consistent, engaging, and relevant content for Facebook, Instagram, and LinkedIn
- Work with staff to update or create signage for Groundswell's preserves and protected lands

- Build and maintain relationships with media contacts to increase coverage and raise visibility
- Serve as staff liaison to the Communications Committee of the Board, scheduling meetings and setting agendas

Events (25%)

- Help plan six free community field trips annually
- Assist with other Groundswell special events such as food cart nights, the annual trail run, and the Patrick Marsh Candlelit Hike & Bonfire
- Make connections with partner organizations to collaborate on communications content and events

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

- A self-starter who is organized, dependable, detail-oriented, and experienced with managing multiple tasks and deadlines
- A clear and friendly communicator with strong writing and speaking skills; the ability to write for a variety of audiences and formats is essential
- Comfortable with and excited about representing and promoting Groundswell's goals, mission, and vision
- Have training in communications, journalism, or a related field; an interest or education in environmental science, conservation biology, or a related field is a plus
- Have experience through internships, previous jobs, media, or other relevant work
- A team player who enjoys working with others and building relationships
- Not afraid to ask questions, and interested in continuously improving your skills as you learn Groundswell's processes and values

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

Experience working with the following is preferred:

- MailChimp
- Canva

- WordPress
- Little Green Light

We know there are great candidates who may not check all 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 is \$52,000 annually. Benefits include:

- Health insurance through Quartz (Groundswell covers 75% of the monthly premium for the employee, not family).
- Dental insurance through Delta Dental (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
- Simple IRA retirement (Groundswell matches up to 3% of the employee's voluntary contribution)
- Free parking. Our office is conveniently located on the Capitol 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

This work occurs primarily during regular business hours. We offer flexible working hours, with occasional evening and weekend work related to events and field trips. Events take place in and around south-central Wisconsin. This position allows for some remote work.

Our office is located at 211 S. Paterson Street, Suite 250, Madison, WI 53703.

To Apply

Please email a resume, cover letter, and two writing samples to admin@groundswellconservancy.org. Include "Communications Coordinator Application" in the subject line.

The hiring team will begin reviewing candidates as soon as March 23, 2026. There is no application deadline; we will continue to accept applications on a rolling basis until the position is filled.