



Position Description:

Office and Communications Manager

Reports to: Board of Directors (through designated Board liaison)

Classification: Part Time, 30 hours per week on average

About the Friends of Willow River and Kinnickinnic State Parks, Inc.:

The Friends of Willow River and Kinnickinnic State Parks, Inc., is a 501(c)(3) non-profit organization. Our mission is to enhance the natural environment at the parks and engage visitors through recreation, education, and conservation.

Position Summary:

The Office and Communications Manager will be instrumental in engaging with the Friends organization as it transitions from a fully volunteer grassroots organization to an organization in which professional staff supports its volunteer board. This hybrid role will be responsible for administrative management, internal coordination, fundraising support, and communications strategy and implementation.

Public outreach, membership development, marketing and communication including social media, and grant/donor management are central responsibilities of this position.

The position is based at Willow River State Park, Hudson, Wisconsin with a requirement to work at least two days in the office with additional time worked in the field and from home. Activities will require some evening and weekend availability, as well as occasionally working outdoors in various weather conditions.

Candidate Profile:

The ideal candidate to serve as Office and Communications Manager will be a team player with a positive attitude and commitment to the Friends' mission. A strong candidate is organized, self-managed, and detail oriented. Strong verbal and written communication skills are required. The candidate should be ready to take ownership over the organization's support systems, completing tasks, making process improvements, and collaborating with others to keep assignments and responsibilities on track.

Responsibilities:

Communication and Outreach: approximately 60%

This role is integral to building awareness of the Friends. This includes among members, park users, individual donors, corporate and local business donors, community and family foundations, and government entities, with the intent of building relationships and furthering the mission of the Friends.

- Coordinate with the board and the naturalists to develop and implement a communications plan.
- Develop new outreach strategies, monitor engagement and analytics and recommend and implement improvements.
- Assist with Mailchimp contact lists and support CRM based communications.
- Write, edit, and distribute the member newsletter.
- Oversee and manage the Friends' website, Facebook, and other social media platforms.
- Assist with event planning logistics, including venue coordination, publicity and invitations, registration, and set up and teardown, at the parks and in the community.
- Support membership cultivation to include recruitment, retention, recognition, and relationship building.
- Assist the Grant Research Team with grant writing and follow up.

Office and Financial Administration: approximately 20%

- Maintain accurate and up-to-date records.
- Use CRM to track donations and pledges, prepare donor acknowledgements, and work with committees.

- Maintain gift shop and office inventory and order merchandise, supplies or print materials as needed.

Board and Organizational Support: approximately 15%

- Support board fundraising activities.
- Manage meeting scheduling, provide Zoom support as needed, arrange for meeting space, distribute agendas and minutes.
- Coordinate and attend board meetings, prepare materials in advance and provide administrative support to committees as time allows.
- Generate monthly reports to update leadership on progress and outcomes.

Other: approximately 5%

Perform additional duties as appropriate. This is a new position and adjustments are anticipated.

Qualifications of the ideal candidate:

- 2 plus years of experience in nonprofit administration, communications, development, or a related field preferred.
- Demonstrated experience with digital communications, email marketing, social media, and website content management.
- Experience with donor database/CRM systems such as Little Green Light strongly preferred.
- Strong writing, editing, and organizational skills required.
- Well versed in Microsoft Office Suite, Google Drive, digital marketing software.
- Ability to work independently, manage competing priorities, and meet deadlines in a dynamic environment.
- Alignment with the community engagement mission of the Friends through recreation, education and conservation.
- Background in environmental education strongly preferred.

Work Environment:

The work environment is quite diverse. During the phases of contacting potential donors and planning a fundraiser, you will be based at an office setting at Willow River State Park. Since many Friends engagement events take place outdoors, you will spend some time working outside in various weather conditions. You must also be available to work some evenings and weekends.

Hours:

This part-time position will require approximately 30 hours per week on average. The distribution of these hours will vary depending on time of year and type of activity.

Compensation:

Hourly wage starting at \$28 per hour, negotiable based upon qualifications and experience.

Application Process:

Qualified candidates should send a letter of interest, resumé and additional supporting documentation to: rthofern@willowkinnifriends.org, or Friends of Willow River and Kinnickinnic State Parks, 1034 County Road A, Hudson WI 54016

Applications are now being accepted. This posting will remain open until the position is filled. The selected candidate may begin almost immediately pending reference and background checks.

The Friends of Willow River and Kinnickinnic State Parks, Inc. is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, gender identity, sexual orientation, age, national origin, disability, veteran status, or any other protected status.