

Director of Communications/Marketing

Founded in 1994, the Aldo Leopold Nature Center Nonprofit's mission is to provide innovative hands-on programs for children and their families and teachers that “teach the student to see the land, to understand what he sees, and enjoy what he understands” in the spirit of Aldo Leopold.

For more information, please visit www.aldoleopoldnaturecenter.org.

Position

Reporting to the Vice President (VP), the Director of Communications/Marketing will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate the ALNC Nonprofit's mission. The Director of Communications/Marketing is responsible for content creation and distribution across multiple channels to ensure that ALNC is viewed as the primary source, disseminator, and conduit within a diverse network and constituent base.

The Director of Communications/Marketing will work closely with senior peer groups within the organization as the communications partner on a variety of strategic initiatives. This is a full-time position with full compensation benefits.

Responsibilities

- Develop, implement, and evaluate the annual communications plan across the network's discreet audiences in collaboration with the ALNC team and constituents
- Create and coordinate online, digital and print content that engages audience segments and leads to measurable action; decide who, where, and when to disseminate
- Put communications vehicles in place for results-based marketing to create momentum and awareness as well as to test the effectiveness of communications activities
- Create and manage the distribution and maintenance of all print and electronic materials including, but not limited to, newsletters, brochures, event invites and banners, and ALNC website content
- Mentor and lead interns to assist with ALNC brand and program promotion, outreach initiatives, and website administration and coordination
- Coordinate ALNC website maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Track and measure the level of engagement within the networks over time
- Coordinate and organize meetings and partnerships that engage the network's discreet audiences
- Attend and provide support at organizational events and programs, with occasional evening or weekend hours required
- Manage all media contacts
- Office operations support



Qualifications

ALNC is seeking an accomplished Director of Communications/Marketing with at least 5 years of communications experience, ideally in an "in-house" leadership role within a complex (number and variety of constituents) nonprofit entity, and covering areas such as website content, newsletters, and donor communications. The ability to take knowledge, transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Strong understanding of Adobe Creative Suite or similar software

To Apply

Please send cover letter, resume and list of references to:

Marlene A. Vadjunec
Vice President of Advancement
Aldo Leopold Nature Center
330 Femrite Drive, Monona, WI 53716

Email applications are encouraged at mvadjunec@naturenet.com .

Application materials will be accepted until June 19, 2015.