

**Job Title: Development and Communications Manager**

Job Type: Part-Time (20-30 hours per week, hourly, nonexempt)

Location: 330 Femrite Drive, Monona, WI

Reports To: Director of Development and Communications

**Job Summary:** The Development & Communications Manager plays a key role in advancing ALNC's mission by leading cohesive, strategic, and effective development and communications efforts. This position is responsible for managing multi-channel marketing, supporting fundraising activities, overseeing donor communications, and ensuring consistent, compelling storytelling across the organization.

The Manager reports to the Director of Development & Communications and directly supervises the Communications Coordinator, working in a highly collaborative manner with both roles. The role also works closely with vendors, consultants, educators, program staff, volunteers, and community partners.

This is an ideal position for a creative, strategic thinker who enjoys balancing big-picture planning with hands-on execution, and who thrives in a collaborative, mission-driven environment.

The responsibilities of this position and the number of hours worked each week will be determined by the skillset and needs of the final candidate. In other words, there is room for flexibility within this job description.

**Key Responsibilities:**

**Communications & Marketing (Approx. 50%)**

- Lead on the following:
  - Annual communications strategy that supports program growth, fundraising goals, and brand visibility.
  - Consistent, mission-centered messaging across all platforms and materials.
  - Direct newsletter production, appeal communications, press releases, media kits, and website content.
  - Oversee multichannel program promotion, including email marketing, digital advertising, print collateral, and radio/media placements.
  - Shape and elevate ALNC's story through program impact features, donor highlights, and community engagement content.

- Oversee the Communications Coordinator in managing the social media calendar, content production, and reporting.
- Guide SEO best practices, website hygiene, and high-impact landing pages (donation forms, events, campaigns).
- Maintain quality and accessibility of ALNC's digital presence.
- Support or assist on the following:
  - Promote Nature Center visibility through outreach events, tourism partnerships, community collaborations, and media relationships.
  - Manage relationships with designers, photographers, printers, and other creative/service vendors.
  - Small purchasing needs such as promotional materials and business cards.

### **Development (Approx. 40%)**

- Lead on the following:
  - Smaller donor stewardship: acknowledgments, targeted communication, and sustaining donor engagement.
  - Research and pursue grants that support marketing, outreach, and small project needs (typically under \$5,000).
  - Oversee corporate giving in collaboration with the Director of Development and Communications.
  - Co-lead fundraising events and audience-building events, including planning, logistics, promotions, and execution.
- Support or assist on the following:
  - Major donor cultivation by drafting materials, preparing briefing notes, and coordinating touchpoints.
  - Sponsorship strategy, pipeline development, and benefit fulfillment.
  - Collaborate on larger grant submissions as needed.
  - Development planning, donor segmentation, and integrated fundraising/communications strategy.
  - Strengthen donor pipelines and outreach approaches.
  - Data hygiene, CRM oversight, and cross-platform data integration (e.g., donation tools, email software, event systems)
  - Sponsorship acquisition and donor engagement during ALNC events.

### **Supervisory & Administrative Responsibilities (Approx. 10%)**

- Supervise the Communications Coordinator, including workflow management, coaching, and project prioritization.
- Assist the Communications Coordinator with intern supervision.
- Maintain budget oversight for communications and contribute to development budgeting.
- Participate as a collaborative member of the ALNC team, contributing ideas, problem-solving, and cross-departmental support.
- Perform other duties as assigned to support ALNC's mission and culture.

## Qualifications

### Required:

- 3+ years of professional experience in communications, development, marketing, or related fields (nonprofit experience preferred).
- Strong writing, editing, and storytelling skills across formats (email, print, web, social).
- Experience executing or willingness to learn fundraising strategies, donor communications, campaigns, or grants.
- Ability to manage multiple projects and deadlines with accuracy, creativity, and sound judgment.
- Comfort working collaboratively with diverse stakeholders—staff, donors, families, and partners.
- Comfort with public speaking at large scale events and with media outlets.
- Ability to work independently, take initiative, and maintain confidentiality.
- Proficiency in CRM systems, Google Workspace, WordPress, social platforms, Adobe programs, and design tools.
- Basic graphic design and digital content production skills.

### Preferred:

- Experience or interest in environmental education, conservation communication, or outdoor/environmental nonprofits.
- Familiarity with media relations, sponsorship programs, or tourism partnerships.
- Experience supervising staff, interns, or volunteers.

### Compensation and Benefits:

- \$22-25 per hour depending on experience and qualifications
- Discount on enrollment and program fees for your children attending ALNC programming, including the Nature Preschool and Summer Camp
- Flexible schedule and work-from-home options
- Fun, child-focused environment
- Professional development opportunities

### To Apply:

Please send resume, cover letter, and three references to ALNC Director of Development and Communications, Lizzie Condon, at [lizzie@aldoleopoldnaturecenter.org](mailto:lizzie@aldoleopoldnaturecenter.org) by 9:00am on January 26th.

### Timeline:

Staff will review resumes starting the week of January 26th. We plan to conduct interviews by early February, and make a hiring decision by mid-February. We are hoping the person in this position will start in March or earlier.