
FWWA
PO Box 1861
Appleton, Wisconsin 54912



Website: www.fwwa.org
Phone: 920.858.3982
Email: fwoffice@fwwa.org

*The Fox-Wolf Watershed Alliance works to protect, restore and sustain
the water resources of Wisconsin's Fox-Wolf River Basin*

JANUARY 31, 2024

COMMUNICATIONS SPECIALIST

Job Status- Exempt, Full time Flexible Schedule Hybrid Work (Appleton Office)

POSITION SUMMARY

The Communications Specialist works cooperatively with staff to develop and implement strategies for communications that will increase the visibility of the organization, watershed recovery initiatives, and projects.

Reports to: Executive Director

Supervisory Responsibilities: None

DUTIES AND RESPONSIBILITIES

INTERNAL COMMUNICATIONS:

- Work with staff teams to generate new ideas and strategies and to create project awareness that will help further goals and objectives.
- Organize and track print media and social media numbers related to recovery efforts and projects.
- Prepare and deliver detailed monthly media activity reports/metrics.
- Edit and proofread outreach materials written by project directors and staff as needed.

EXTERNAL COMMUNICATIONS:

- Build and maintain relationships with partners to develop communications for a broad audience and maintain consistent messaging of the organization's activities and initiatives.
- Create, manage, and update the website on a regular basis.
- Create communication strategies and outreach resources to promote educational events and projects, including fliers, social media posts, targeted press releases and related marketing materials, also work with print, radio and TV press to promote recovery initiatives and projects.
- Write content for newsletters, blogs, and e-newsletters sent through listservs on a regular basis.
- Develop regular content for social media accounts.
- Organize, publicize, and hold or participate in public events to engage the community, advance regional recovery efforts, and build public awareness.
- Represent the organization's recovery initiatives and projects at events and press conferences as needed.
- Take photos and catalog and share them in creative ways to represent programming.
- Contribute to video production and podcasts as needed.

KNOWLEDGE SKILLS AND ABILITIES:

- Communication – excellence in written and verbal communication and experience with setting up and facilitating print, radio, and TV interviews. Ability to proofread and generate content for newsletters and other print materials.
- Understanding and use of graphic design mediums to produce event materials/fliers, newsletters, etc.
- Social media aptitude – Facebook, Instagram, LinkedIn, blogs, and willingness to use emerging technologies. Ability to boost social media hits through advertising and search engine optimization.
- Time management – ability to juggle multiple tasks at once, prioritize, and meet deadlines.
- Creativity – ability to work with multiple partners to produce educational, impactful, sensitive, and imaginative resources.
- Accountability – self-motivated and organized with experience documenting impact.
- Technology – fluency in website development, internet, graphic design, Microsoft Office Suite. Experience with WordPress website platform, Canva, Adobe Suite (Photoshop, InDesign) for desired programs a plus.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in communications, journalism, mass communications, marketing, sociology, public relations, biology, environmental studies or related field is required.
- Experience working in journalism, broadcasting, graphic design, public relations and/or marketing.
- Demonstrated experience in building networks and coordinating projects with multiple stakeholders.
- Grant writing and/or management is preferred.
- Ability to attend evening and weekend events as needed.

SALARY & BENEFIT INFORMATION:

Fox-Wolf staff benefit from a hybrid work structure where employees can work remotely up to 3 days a week while working from the Appleton office 2 days a week. Working from the office is encouraged for tasks that require a high degree of collaboration. Salary for the Communications Specialist will range from \$50-\$60,000 depending on qualifications and experience. Starting benefits include 15 days paid time off and 9 days of holiday pay. A 3% Fox-Wolf contribution toward 401k retirement plan begins after 90 days. Fox-Wolf DOES NOT offer health insurance.

TO APPLY

Submit a cover letter, resume, list of three professional references and two examples of communications work (articles, fact sheets, podcasts, video, social media posting, blogs, advertisements, etc.) to: jessica@fwwa.org by February 28, 2023.

THIS JOB DESCRIPTION IS NOT DESIGNED TO COVER A COMPREHENSIVE LISTING OF ACTIVITIES, DUTIES, OR RESPONSIBILITIES THAT ARE REQUIRED OF THE EMPLOYEE.

The Fox-Wolf Watershed Alliance is an Equal Opportunity Employer