

Rock River Coalition is a non-profit organization whose mission is to educate and provide opportunities for people of diverse interests to work together to improve the environmental, recreational, cultural, and economic resources of the Rock River Basin. Established 25 years ago, the organization pursues its mission through citizen engagement.

POSITION: COMMUNICATIONS & DATA VISUALIZATION ASSOCIATE

Position Description: Rock River Coalition seeks an enthusiastic, detail-oriented person with a strong understanding of both science and communications to assist with communications and outreach efforts.

- **Compensation:** \$18-\$23/hour depending on experience. Rock River Coalition offers benefits that include a health stipend and paid time off. This is a part-time (20 hr. a week) grant funded position with some prorated benefits. Current grant funding is available through 2021.
- **Position Length:** This is expected to be a permanent 20 hour per week position but will depend on funding.
- **Anticipated start date:** January 22, 2021
- **Location:** TBD -Most meetings will occur virtually during the Covid-19 pandemic. The Rock River Coalition's home office is in Jefferson, WI at 864 Collins Road. However, it is anticipated that this position would work primarily from home during the Covid-19 pandemic and at a TBD location in Jefferson, Madison or from a home office.

RESPONSIBILITIES

Content (65%)

- Assist in planning and writing content for the data sharing and visualization section and other parts of the Rock River Coalition's website.
- Conduct interviews and write 2 to 3 RRC newsletter articles a month as well as other content specific to programs, projects, or other communications channels. Collect and solicit additional content for both the monthly e-newsletter and the bi-annual paper newsletter.
- Work with staff to distill technical information in an easy to understand way.
- Write content for and create 4 to 6 ESRI story maps a year.
- Be a resource to the executive director, stream monitoring/AIS coordinator and board for written and presentation materials.
- Work with executive director, stream monitoring coordinator and Rock River Coalition Board to visually interpret water quality data.
- Collaborate and brainstorm with teammates on themes, strategies, and content for communications and marketing to reach, engage, and grow various audience segments including environmentally conscious citizens and young conservation professionals.

- Write press releases.
- Assist with editing of written content for all communications channels.

Graphic Design & Media (25%)

- Design, create, and update visually compelling materials within existing brand and style parameters that promote the work and offerings of the Rock River Coalition, including but not limited to:
 - Layout and design for monthly e-newsletter.
 - Layout and design for *Rock River Reflections*, a bi-annual paper newsletter.
 - Develop flyers and brochures to inform and promote programs (e.g., educational webinars, trainings, river clean ups) and projects (e.g., Stream Monitoring Map).
 - Create T-shirt designs that are appealing and reflective of the organization's mission.
 - Act as point person with print houses and vendors for majority of print projects.

Email & Social Media (10%)

- Collaborate with teammates on strategies to cultivate & grow social communities to achieve RRC growth.
- Work with teammates to execute additional email marketing, acquisition, and engagement strategies for RRC projects, events, and activities.
- Ensure email newsletter is drafted with compelling and informative material and delivered each month in a timely manner to sustain engagement.
- Develop the day-to-day social media plan (Facebook and Twitter primarily, also YouTube, Instagram).
- Create and curate social media content; collaborate with teammates that can provide support.
- Monitor, manage, and respond to comments and messages on social platforms.
- Track key performance indicators for email and social media; assist with compiling results for reporting.

ESSENTIAL SKILLS, KNOWLEDGE, ABILITIES

The successful candidate for this opportunity will have the following qualifications:

- Bachelor's degree or master's degree in communications and water resources, environmental science or related. (Should have extensive knowledge of both science and communications.)
- One to three years of related graphic design, communications, marketing experience and/or training; or equivalent combination of education and experience.
- Proficiency and strong command of Adobe Creative Suite demonstrated by submitted portfolio.

- Demonstrated experience using social media platforms to grow and engage communities, as well as with management tools to curate content, pull metrics, and monitor audiences via social listening.
- Excellent communication (written, oral, listening, interpersonal) and organizational skills.
- Exceptional writing and editing skills.
- Self-motivated with an attention to detail.
- Willingness to take on work outside the immediate job description.
- Ability to work both independently with little supervision and in a team environment.
- Strong command of Microsoft Office, ESRI (experience creating maps and Storymaps) and email marketing platforms. MailChimp experience preferred.
- Must have a home computer.
- A passion for water resources and the environment.
- Demonstrated understanding of the value of inclusiveness and diversity in all its forms: racial and cultural, political, age, gender, economic, and social.

DESIRED SKILLS, KNOWLEDGE, ABILITIES

- Familiarity with the land and waters of the Rock River Basin.

APPLICATION INSTRUCTIONS

Send a cover letter and resume, as well as two professional writing samples and three to four creative pieces to becca@rockrivercoalition.org. Use the subject line “Communications Associate.” References will be required for top applicants. Applications will be reviewed on a rolling basis. Deadline to apply is **Jan 8th, 2021**.