



## **DIRECTOR OF COMMUNICATION JOB ROLE & RESPONSIBILITIES**

The Green Lake Association is pleased to announce an opening for the position of Director of Communication. This individual will provide leadership for our communication strategy, through written and digital efforts, that educates and organizes a diverse group of stakeholders. The Director of Communication promotes the conservation efforts of the GLA to garner community support and cultivate lake advocates who are motivated and willing to act on behalf of Green Lake.

### **ABOUT THE GREEN LAKE ASSOCIATION**

The Green Lake Association (GLA) is a nonprofit organization founded in 1951 that focuses our efforts on improving the water quality of Big Green Lake. We implement conservation practices, outreach programs, and lake research to protect our incredible natural resource. The GLA is the most robust lake association in Wisconsin, with a team of professional staff working on behalf of its mission to protect Green Lake.

### **ROLES & RESPONSIBILITIES**

The Director of Communication is a senior leader of the GLA. The Director of Communication owns the voice, maintains the brand integrity, and collaborates on all messaging to increase awareness, understanding, and support of the GLA's conservation work in the Green Lake watershed. The position is responsible for promoting our mission throughout the community by leveraging visual and written communication—including storytelling, science communication, and behavior change communication.

The following responsibilities are normal for this position, though these are not exclusive or all-inclusive. Other duties may be required as directed by the Executive Director.

#### **Communication Strategy (15%)**

##### Organizational Communication

The Director of Communication's leadership will improve our communication and programming across all channels so that it is thoughtful, consistent, and effective. This requires articulating a clear audience, goals, and measurable outcomes.

As part of our communication strategy, the Director of Communication will guide when and how our audience hears from us. The Director of Communication develops and implements the components of this strategy throughout the year, in close communication with the Executive Director. This includes developing, executing, and prioritizing an audience segmentation strategy for both digital and print materials.

#### Brand Management

The Director of Communication owns the creation and evolution of brand guidelines—in partnership with the GLA's graphic designer consultant—and helps ensure they are applied to all public-facing materials.

#### **Printed Communication (30%)**

The Director of Communication manages the strategy and creates the content for printed publications—specifically press releases, *Times & Tides* newsletter, our Impact Report, and our Lake Report Card.

Additionally, the Director of Communication collaborates with the Director of Development on membership and fundraising communication to create donor-specific mailings and campaigns.

#### **Digital Content (45%)**

The Director of Communication is responsible for the GLA's online presence, specifically managing the website, email communications, and social media channels. This includes complete ownership of all channels—from determining the content strategy through to the execution of creating and publishing content.

The GLA primarily maintains a social presence on Facebook and Instagram, with Twitter, LinkedIn, and YouTube as secondary channels. The Director of Communication manages the entire social media process, including writing copy, scheduling social posts, and managing the community.

Digital content creation could include graphic design, photography, and short videos—though both contracted graphic design and videography support is available for larger projects, as needed. Additional aspects include tracking performance and creating paid social campaigns.

#### **Event Communication (10%)**

Develop and implement communications strategy to promote the GLA's two major events: the Annual Gala and the Annual Meeting. This includes input and direction on messaging and the creation of supporting communication materials, including press releases, website updates, social media and email content, plus working with a contracted videographer to write scripts and gather footage.

Additional duties to the above may be required as assigned.

#### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in related fields, which may include: Communications, Marketing, or closely related field(s)
- Seven to ten years of relevant work experience in marketing, communication, content strategy, advertising, or public relations.
- Proficiency in Microsoft Office, Adobe Creative Suite
- Experience with website builders, specifically Wix (or similar)
- Experience with email marketing software, specifically Constant Contact (or similar)
- Experience managing a brand's online community through various social channels, with an emphasis on Facebook and Instagram
- Experience translating technical information into compelling content

In evaluating candidates for this position, the GLA may consider a combination of education, training, and experience which provides the necessary knowledge, skills, and abilities to perform the duties of the position, as stated in Roles and Responsibilities.

#### **PREFERRED QUALIFICATIONS**

- Interest in, and comfortability with photography and video editing is a plus
- Experience at a non-profit, science-based organization is preferred

#### **BENEFITS & OFFICE ENVIRONMENT**

This is a full-time opportunity with compensation commensurate with experience. The GLA's retirement program offers a 100% match up to 3% salary contributions and a monthly medical reimbursement.

This position will report to the Executive Director and requires occasional attendance of weekend and/or evening events, with advance notice.

We have built a strong team and a supportive, flexible work environment. Our office is in a restored, historic building that is now a community center with ample cultural activities. The office is located within the quaint town of Green Lake and the lake itself is a very short walk from the office.

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