



## **JOB DESCRIPTION: DIGITAL CONTENT COORDINATOR**

The Green Lake Association (GLA) is seeking a Digital Content Coordinator to join its team of skilled professionals dedicated to safeguarding Green Lake, Wisconsin's deepest natural inland lake. This unique role offers an exciting opportunity for a creative communicator to play a critical role in engaging the community on the challenges facing Green Lake through content creation, storytelling, and social media management.

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

Founded in 1951, the GLA is a nonprofit organization dedicated to protecting and improving the water quality of Green Lake through science-based conservation practices, education, outreach, and partnerships. We work closely with local stakeholders, partners, and the watershed community to implement solutions that ensure the long-term health of the lake. Our office, located in a restored courthouse just a short walk from the lake, offers a collaborative work environment in the heart of a vibrant, tourist-focused community.

The GLA is a small, passionate team. We currently have five full-time staff members—Chief Executive Officer, Director of Development, Assistant Director, Project & Operations Manager, and Watershed Engagement Coordinator—and four part-time positions—Donor Relations Manager, Accountant, Director of Communication, and Digital Content Coordinator.

### **POSITION DETAILS**

We are seeking a hands-on, tech-savvy Digital Content Coordinator to execute our digital communications efforts. The ideal candidate will have a strong understanding of digital marketing, content creation, and community management with a passion for environmental causes—particularly water quality. This role will be responsible for implementing the GLA's digital content strategy, ensuring that our communications are timely, engaging, and impactful.

### **ROLES AND RESPONSIBILITIES**

The Digital Content Coordinator will be responsible for executing digital components of the GLA's communication plan, including:

### **Social Media (30%)**

- Maintain social media accounts including regularly planning, creating, and publishing content with a differentiated approach per platform.
- Create and manage social media ad campaigns.
- Manage and grow the online community by engaging with followers, responding to comments, and fostering meaningful conversations around water quality issues.
- Track monthly and annual analytics to inform content performance.
- Capture and share real-time field work, program updates, and event promotions.

### **E-mail Communications (30%)**

- Create and send monthly newsletters and e-blasts through Constant Contact to update the community on the GLA's work and events.
- Collaborate with the Donor Relations Manager and Director of Development to support membership and fundraising efforts through targeted email campaigns.

### **Website (25%)**

- Keep the GLA's website (currently on Wix) current by updating content, building new pages, and maintaining information about summer events.
- Ensure the website remains a valuable resource for the community by regularly refreshing old content.

### **Program Support (10%)**

- Capture and edit photos and short videos for ongoing social media and email use, including on-site visits for various programs.
- Create surveys and forms to support volunteer management and other initiatives.

### **Other Tasks (5%)**

- Assist with organizational digital tools and support campaigns as needed.

## **QUALIFICATIONS**

- Proven experience in digital marketing, content creation, or social media management, preferably in a non-profit or environmental setting.
- Strong writing, editing, and storytelling skills with the ability to create compelling content that resonates with diverse audiences.
- Experience with website management (Wix and WordPress preferred).

- Proficiency in graphic design tools (Canva, Adobe Creative Suite) and social media management platforms.
- Knowledge of SEO best practices and analytics tools (Google Analytics, social media insights).
- Excellent organizational and project management skills, with the ability to manage multiple priorities and meet deadlines.

**PREFERRED:**

- Experience working with or within small non-profit organizations.
- Passion for environmental issues, especially water quality, with a desire to learn, inspire action, and engage the community.

**OFFICE ENVIRONMENT**

This Digital Content Coordinator is a part-time role anticipated at 20 hours per week, with some hybrid flexibility. This role will report to the Director of Communication and may require occasional attendance of weekend and/or evening events, with advance notice.

**BENEFITS**

This part-time position offers an hourly rate of \$20-\$24, depending on experience. For this part-time role, we are pleased to offer a benefits package that includes \$200/month cash in lieu of medical benefits. Paid time off includes holidays, flex holiday time, vacation, sick leave, medical leave, family leave, and bereavement leave. The GLA also offers flexible spending accounts for medical and dependent care. Additionally, the GLA provides a retirement plan with a 100% match up to 3% of salary contributions.

**How to Apply:**

This position was posted on October 10, 2024 and will remain open until filled—though applications received by November 15, 2024 will be given preference. To apply, send the following materials to Kristen Rasmussen, Director of Communication, at [Kristen@greenlakeassociation.org](mailto:Kristen@greenlakeassociation.org):

1. A cover letter that addresses why you are interested in working with the Green Lake Association and how you are qualified for the position.
2. A resume that captures relevant experience and examples of measurable successes.
3. 3 samples of relevant digital content (social media posts, blog articles, graphics, etc.)

Two professional references will be requested of top candidates.