



COMMUNICATIONS & DEVELOPMENT ASSOCIATE

The mission of Driftless Area Land Conservancy (DALC) is to maintain and enhance the health, diversity, and beauty of Southwest Wisconsin's natural and agricultural landscape through permanent land protection and restoration and to improve people's lives by connecting them to the land and to each other.

Help us grow! DALC seeks a Communications & Development Associate who is passionate about protecting the beautiful Driftless Area and connecting people to nature. We are a strong, growing, nationally accredited organization serving southwest Wisconsin. We have permanently protected nearly 10,000 acres, own and manage six preserves, and by working with private landowners and conservation partners to protect land with conservation easements. We are working with willing landowners to build a 50-mile hiking trail connecting three state parks. We deliver educational workshops and events that connect people to the land and each other. We coordinate diverse partnerships of landowners, farmers, and partner organizations through our work with the Lowery Creek Watershed Initiative and the Southern Driftless Grasslands.

DALC prides itself on being a supportive, collaborative, and flexible work environment and is an Equal Opportunity Employer. We are committed to making conservation, land stewardship, and outdoor recreation in southwest Wisconsin more accessible and equitable for all people. We welcome and strongly encourage applicants with diverse backgrounds, identities, and experiences to apply. Learn more about us at: www.driftlessconservancy.org

Position: Communications & Development Associate
Reports to: Development Director
Position type: Full-time, hourly
Location: Hybrid; minimum two days per week required in Dodgeville, WI office

Position Summary

The Communications & Development Associate (CDA) works closely with DALC's Development Director (DD) and Executive Director (ED) to raise awareness about our mission and tell the story of conservation in our region through the experiences of our community and donors. The CDA coordinates and supports an extensive calendar of year-round communication and fundraising efforts.

Job Duties

Communications (60%)

- Develop an annual communications plan and calendar

- Assist with website content management
- Develop content for and manage the monthly e-newsletter
- Develop and coordinate content for DALC's social media platforms
- Develop and coordinate content for DALC's bi-annual print newsletter and annual report
- Interview landowners and community members to tell impactful stories about DALC's work
- Coordinate with staff to develop press releases and coordinate with media
- Coordinate with mailhouse and graphic design contractors as needed
- Curate DALC's "library" of communications materials and other marketing tools and supplies, including a photo and video library, brochures, fact sheets, etc
- Ensure brand quality and consistency across all materials and platforms

Fundraising (20%)

- Process donations and send acknowledgement letters
- Help maintain donor CRM database
- Provide writing and editing support for appeals, donor outreach, and gift acknowledgments

Event assistance (20%)

- Set up event registration and website pages for events
- Assist with managing the logistics of events, including coordinating with partners and vendors and tracking guest lists
- Provide in-person support at events
- Coordinate post-event evaluations

The above lists are intended to describe the general nature and level of work performed by the person in this position. They are not intended to be exhaustive lists of all responsibilities and duties required of this position. Other duties may be assigned as needed.

Qualifications

This position requires someone with strong written and oral communication skills, strong relationship-building skills, a passion for environmental conservation, and a desire to make a lasting impact on the organization's goals.

- Passion for and commitment to DALC's mission and values
- Enthusiasm for the environment, land conservation, and engaging people in this work
- 1 to 3 years of work experience in communications, events planning, marketing, or other relevant areas, preferably at a nonprofit organization and/or relevant academic coursework
- Strong social and interpersonal skills and the ability to maintain good working relationships with coworkers, volunteers, and members of the community
- Ability to write for a variety of purposes, including web and print publications, blogs, emails, and social media posts

- Ability to work independently and as a team member, collaborating with staff, partners, and volunteers including DALC's Board of Directors
- Ability to manage multiple projects successfully while prioritizing and meeting deadlines
- Ability to proactively and effectively communicate with current and potential funders
- Excellent organizational skills, thoroughness, and attention to detail
- Ability to take initiative and follow through on projects in a timely manner
- Be creative, enthusiastic, and have a friendly personality, and enjoys working with people
- Strong computer skills and experience with a donor database are preferred

General office and computer skills are required, including working knowledge of the Microsoft Office Suite (particularly Word, Excel, and PowerPoint), Google Workspace, and popular social media platforms.

Experience working with the following is preferred but not required:

- MailChimp
- WordPress
- Little Green Light
- Canva, Photoshop, InDesign, or similar
- Social media management tools

*Must have a valid driver's license and vehicle.

We know some great candidates may not check all of these boxes. We also know you might bring essential skills that we haven't considered. If this describes you, please apply and tell us about yourself.

Salary and Benefits

This is a full-time (40 hours/week), hourly position. Our office is located at 206 S. Iowa Street in Dodgeville, Wisconsin. At least two days per week in the office will be required for this position; the remainder of the workweek can be remote from another location. DALC's service area consists of Iowa, Lafayette, Richland, Sauk, eastern Grant, southwestern Dane, and northwestern Green Counties.

The pay range is \$23.50-\$26.50 per hour, depending on qualifications and experience. Benefits include a generous leave policy, including up to 3 weeks paid vacation in the first year, medical benefits, and retirement. This position will require travel throughout Southwest Wisconsin, with mileage reimbursed.

DALC believes continual growth through experiential learning, peer-to-peer networks, and relevant training makes for a happier and more effective team. Staff prepare professional development goals annually with their supervisors. Professional development opportunities include attendance at conferences, participation in region-wide peer networks organized by Gathering Waters (the coalition for Wisconsin land trusts – DALC is a member), membership in

professional societies, and myriad online training and seminars offered by the national Land Trust Alliance (DALC is accredited). DALC staff can also access local skills workshops such as chainsaw training, prescribed fire management, and trail building.

To Apply:

To apply, please email a cover letter and resume to Natasha Rank, Operations Manager at info@driftlessconservancy.org . NOTE: Please put the words "Communications and Development Associate" in the subject line of your email.

Please direct questions about the position to: Angie Buelow, angie@driftlessconservancy.org

The hiring team will begin reviewing and interviewing candidates on a rolling basis with the intention of filling the position as soon as possible, with an ideal start date at the beginning of May.