



## North Central Conservancy Trust

**Job Title:** Outreach & Development Coordinator

**Office Location:** Stevens Point, Wisconsin

**Supervisor:** Executive Director of NCCT

**FLSA:** Exempt

**Salary Package:** Regular, full-time employment; benefits, salary

**Application Deadline:** Tuesday March 4, 2025

### NCCT Overview

North Central Conservancy Trust's (NCCT) mission is to conserve the natural heritage of Central Wisconsin through the protection of land. To further this mission, NCCT has adopted the following four strategic objectives: protect land, responsibly steward protected lands, maintain and grow a strong organization, and build awareness, recognition, and support in NCCT's service area. Since our inception as a nonprofit land trust in 1994, we have permanently protected more than 5,200 acres.

NCCT serves Adams, Clark, Lincoln, Marathon, Portage, Taylor, Waushara, and Wood Counties. NCCT's conservation work is supported by staff and volunteers from diverse professional backgrounds and areas of expertise.

### Job Summary

The Outreach & Development Coordinator position is a full-time position working for the North Central Conservancy Trust. The position will help foster an appreciation for the conservation of natural and working landscapes through a commitment to donor-centered communications to inspire and engage supporters and volunteers, and to ensure landowners and community members are aware of NCCT's land protection mission and the services provided by the organization.

The primary responsibilities for the Outreach & Development Coordinator focus on community engagement and fundraising, including but not limited to public relations, communications, and fundraising activities to advance the mission of NCCT.

This person will assist with raising the visibility of our work and increasing support among new and existing stakeholders, members, and supporters. To create, renew, and strengthen relationships with financial supporters and volunteers of NCCT, the Outreach & Development Coordinator will fulfill a wide range of responsibilities, including general outreach and

fundraising, grant writing and reporting, organizing and planning events, coordinating volunteers, producing newsletters and other printed media, administering social media and website communications, clerical work, and other duties as needed. This person may supervise volunteers, interns, and others.

## **Primary Duties**

### **General**

- Create and maintain positive relations with landowners, volunteers, and community members
- Work closely with the NCCT staff, Board of Directors, committees, volunteers and stakeholders to advance the mission
- Foster local support for the conservation of wildlife habitat, agricultural landscapes, and open spaces
- Help to achieve the goals and implement the objectives set forth in NCCT's strategic plan
- Build relationships with partner organizations to work collaboratively and to create fun, engaging events
- Ensure outreach materials, signage, publications, and digital assets are consistent with NCCT brand and voice

### **Outreach & Development (75%)**

#### **Outreach**

- Conduct outreach to promote awareness of and support for our mission throughout our service area
- Collaboratively develop and lead the implementation of a strategic communications plan to raise awareness and support for NCCT
- Give presentations to community groups
- Plan, coordinate, and assist with writing two newsletters per year and the annual report
- Regularly create and add new content to our website, including blog posts, informational resources, fundraising campaigns, etc.
- Create and manage email communications to supporters, partners, and prospects
- Develop a social media calendar and create engaging, relevant content and post regularly to various social media channels
- Work with staff to update existing or create new signage for NCCT's preserves and protected lands
- Strategically develop and maintain relationships with media contacts to increase earned media and raise visibility
- Create and distribute NCCT's press releases
- Serve as staff liaison to the Public Relations Committee of the Board, helping to schedule meetings, set agendas, and assist with meeting facilitation
- Develop and maintain print and electronic communication and promotional materials
- Participate in media broadcasts (radio, television, etc.)
- Produce and manage photo and video content for use in social media and the organization's website

### **Development**

- Assist with the development, implementation and advancement of NCCT's fundraising plans, including NCCT's membership program (annual giving), major giving, planned giving, endowment fund initiatives, and other fundraising programs as needed
- Assist with grant writing and reporting
- Assist with identifying and pursuing funding opportunities that support land protection
- Create and maintain positive relations with donors (individuals, foundations, and public agencies) and ensure that donations are used as the donor intends
- Plan, write, and implement annual renewal mailings, year-end appeals, spring appeals, Giving Tuesday campaigns, and two to three new member solicitations
- Deepen donor relationships; cultivate, steward, and recognize donors in order to build a strong annual giving and major gift fundraising program
- Maintain accurate records in the donor database (Little Green Light), prepare mailing lists, run queries, and conduct analyses from current and future data
- Prepare timely donor acknowledgements, including thank you letters and phone calls

### **Events (20%)**

- Plan and implement NCCT's special events, such as the annual fall banquet, interpretive field trips, holiday potlucks, volunteer workdays, and NCCT's other engagement events
- Represent NCCT at various events, conferences, meetings, presentations, and workshops
- Assist with NCCT's land stewardship activities

### **Other Duties as Required (5%)**

The above lists are intended to describe the general nature and level of work being 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 skills in written and oral communications, relationship-building, and fundraising, with a passion for environmental conservation and a desire to make a lasting impact on the organization's goals.

- Passion for and commitment to NCCT'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, fundraising, events planning, marketing, or other relevant areas, preferably at a nonprofit organization
- Relevant academic coursework
- Experience finding and successfully applying for funds through grant opportunities
- Strong social and interpersonal skills and the ability to maintain good working relationships with coworkers, volunteers, and members of the community
- A team player with demonstrated fundraising success in a nonprofit environment
- Ability to communicate clearly, having strong writing and speaking skills.
- The ability to write for a variety of purposes, including web and print publications, blogs, emails, and social media posts, is essential.
- Have the ability to work independently with little direction and as a team member working collaboratively with staff and volunteers

- The ability to manage projects successfully, working on multiple projects 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 who enjoys working with people
- Strong computer skills, and experience with a donor database is preferred

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

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
- ArcGIS
- Canva, Photoshop, InDesign, or similar
- Social media management tools

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

### **Working Conditions**

- This is a full-time (40 hours/week) salaried position.
- Work is performed in the office located in Stevens Point, Wisconsin and occasionally in the field.
- NCCT serves eight counties in Central Wisconsin. Travel is required to project sites, meetings, speaking engagements, workshops, professional associations, and other events.
- This is a regular, full-time, salaried position. Evening and weekend hours will occasionally be needed.

### **Wages & Benefits**

The salary range is \$40,000 to \$46,000 annually depending on qualifications and experience. Benefits include:

- Nine paid holidays
- Paid personal time off & sick leave
- Health insurance stipend of \$300 per month
- After three months of employment a simple IRA with 3% salary match

## **How to Apply**

Please email your resume and cover letter to Chris Radford, Executive Director, at edncct@gmail.com. For questions, please contact the NCCT office at 715-344-1910.

**The application deadline is Tuesday March 4, 2025. Interviews may be scheduled as applications are received.**

The North Central Conservancy Trust (NCCT) is committed to a policy of equal opportunity for all employees. It is our policy to seek and employ the best-qualified personnel in all positions, and to provide equal opportunity for advancement to all employees in a manner that will not discriminate against or give preference to any person because of race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, military service, marital status, arrest or conviction record, or any other basis prohibited by state or federal law.

Further, NCCT is committed to providing a productive work environment in which employees are treated with courtesy, respect, dignity, and free from any form of discrimination or harassment, including sexual harassment. NCCT prohibits and will not tolerate any form of unwelcome discriminatory or harassing behavior by employees, supervisors, customers, citizens, vendors, agents, or volunteers.

Discriminatory and/or harassing behavior based on an individual's race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, military service, marital status, arrest or conviction record, physical or mental disability, or any other basis prohibited by state or federal law violates this policy.