



MILWAUKEE WATER COMMONS

1836 W Fond Du Lac Ave, Milwaukee, WI 53205

Office: (414) 763-6199

www.milwaukeewatercommons.org

Position: Communications Coordinator

Start Date: Spring 2023

Salary Range: \$45-55 annually

Reports to: Director of Programming

Benefits:

FTE 1.0

- Three weeks paid time off
- Twelve paid holidays per year
- Health, dental and vision coverage

Key Principles of MWC Culture & Values

Milwaukee Water Commons is a cross-city, cross neighborhood network that fosters connection collaboration and broad community leadership on behalf of our common waters. We promote stewardship, equitable access and shared decision making for our shared waters. We advocate on environmental justice issues, water justice, climate justice, and social justice. Our programmatic work is neighborhood based, although our organizational reach includes communities throughout the Great Lakes Region. We strive to build a multi-racial, multicultural organization and an anti-racist environmental movement on behalf of our waters.

Milwaukee Water Commons organizes under four frameworks: The Commons, Collective Impact, Environmental Justice and Community Engagement. We believe environmental work– has the greatest impact when it adopts an intersectional approach. By that we mean we must inclusively consider the connections between social and environmental systems, recognizing that vulnerability is often experienced as multiple compounding challenges that cannot be separated. To arrive at justice these challenges must be addressed simultaneously. We believe the community must be at the center of envisioning and decision-making about our shared waters.

We are creating a workplace with guiding principles of integrity, accountability, diligence, perseverance, and discipline.

The successful employee must have the ability to demonstrate and apply MWC values and frameworks which are embedded in all organizational roles. Applicants must evidence their values as part of the application process.

Position Purpose

This position is responsible for the marketing and communications of the organization's Water City Agenda Initiative and Programs across the organization. This position works closely with the Director of Programming and alongside staff to raise public awareness of our organization across all program areas. The individual must have experience, be flexible and have the ability to organize and promote a wide variety of programs, initiatives and projects simultaneously including being familiar with communication methods including email, marketing, social media, media relations, paid advertising, etc.

This position maintains a unified brand across the agency, consistent with the MWC values of advocacy, anti-racism and intersectional environmentalism.

We Are Looking for You

We are looking for an individual who is creative, has strong writing skills, is detail oriented, and able to organize and manage multiple projects in a creative and fluid environment. The right person for this position will have strong people skills and the ability to work well with diverse groups, individuals, organizations and stakeholders.

Duties and Responsibilities

Specifics of the position include (but are not limited to):

- Develop and implement a communications plan that supports MWC initiatives and programs with support from the Director of Programming and Co-Executive Directors to advance its strategic directions.
- Implement creative social media campaigns including, but not limited to, Twitter, FB, Instagram and YouTube.
- Assist in creating organic and paid digital campaigns across marketing channels
- Maintain communication channels to ensure proper fit with MWC branding and develop a ladder of engagement for our audiences. Work to build communications plans with ongoing review of metrics.
- Work with staff to conceptualize creative ways to communicate about their programs and initiatives in meaningful visual ways on digital and traditional platforms.
- Develop and produce regular digital newsletters, action alerts and email advocacy campaigns to promote initiatives and programs utilizing MailChimp.
- Manage and maintain MWC website(s) and web presence to advance the organization.

- Write emails, press releases, website content, news articles, social media toolkits, letters of support, letters to the editor, and PSAs.
- Assist in creating communications that promote our work, engage the public, and advance our priority campaigns.
- Develop relationships with relevant media outlets. Manage and maintain media lists.
- Implement creative social media campaigns including, but not limited to, Twitter, FB, Instagram and YouTube.
- Assist in creating organic and paid digital campaigns across marketing channels
- Maintain communication channels to ensure proper fit with MWC branding and develop a ladder of engagement for our audiences. Work to build communications plans with ongoing review of metrics.
- Work with staff to conceptualize creative ways to communicate about their programs and initiatives in meaningful visual ways on digital and traditional platforms.
- Develop and produce regular digital newsletters, action alerts and email advocacy campaigns to promote initiatives and programs utilizing MailChimp.
- Manage and maintain MWC website(s) and web presence to advance the organization.
- Assist with developing outreach materials to support MWC activities and initiatives.
- Support staff at community events when needed.
- Assist with fundraising Annual Appeal Campaign.
- Develop content to support annual appeal campaigns, collateral material for promotions such as fact sheets, posters, program/initiatives brochures, etc.

Skills & Qualifications

Qualifications:

The ideal candidate should have three or more years of experience in public relations, communications and/or marketing. Experience with standard concepts, practices, and procedures implemented and utilized by professionals in communications/marketing. Must have excellent writing, editing, and proofreading skills.

- High level writing, proofreading and editing skills.
- Ability to manage multiple projects/deadlines simultaneously, and able to work independently.
- Ability to coordinate multiple projects, manage timelines and meet deadlines.
- Experience managing multiple social media accounts/channels other than a personal account.
- Creativity and demonstrated social media skills.
- Proficient Google Docs, Microsoft.
- Experience in media relations including media list management and building

relationships with journalists..

- Ability to communicate effectively with underserved and vulnerable populations.
- Ability to demonstrate cultural competence.
- Experience producing videos, audio, and other content for digital platforms is a plus.
- Organized with strong written and verbal communication skills
- Demonstrated experience with traditional and social media.
- Commitment to social and environmental justice and supportive of MWC mission and goals.
- Commitment to MWC values of anti-racism and building a multicultural organization.
- Willingness to learn and grow with the organization.
- Bachelor's Degree preferred. Work experience may substitute for this requirement.

Additional valued skills:

- Experience with graphic design, photography skills, video skills, and other content creation.
- Photoshop, InDesign and Canva experience is a plus.

Compensation

Salary based on experience. Generous paid time off and insurance benefits including health, vision and dental.

Anti-Discrimination Policy

Milwaukee Water Commons is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind. MWC is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at MWC are based on programmatic needs, job requirements and individual qualifications, without regard to a person's race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, or physical, disability, HIV status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations of our city & state. MWC will not tolerate discrimination or harassment based on any of these characteristics.

We are committed to building a team that represents a variety of backgrounds, perspectives and skills. MWC believes the more inclusive we are, the better our work will be on behalf of our community. If you are a member of one of these groups, feel free to identify in your cover

letter or resume.

Submit resume, cover letter and three writing samples and/or a recent social media campaign plan you implemented to: employment@milwaukeewatercommons.org with Communications Coordinator in the subject line.