



Communications and Events Officer

ABOUT GREAT RIVER GREENING

Great River Greening is a leading environmental restoration nonprofit with a mission to inspire, engage, and lead local communities in conserving and caring for the land and water that enrich our lives. We have a growing and mighty team that restores and sustainably manages 10,000+ acres of land across Minnesota annually. We can offer you flexibility, a friendly work culture, supportive Board of Directors, hybrid work options, and opportunities to grow.

Great River Greening values Science, Community, Partnership, Education, and Environmental Justice. Great River Greening is an Equal Opportunity Employer. Candidates of all backgrounds, including women, candidates of color, LGBTQ, or candidates with non-traditional work or experience backgrounds are encouraged to apply. See www.greatrivergreening.org for more information.

Position Description

The Communications and Events Officer works with the Advancement team to achieve Great River Greening's ambitious communications, marketing, and fundraising goals. This is a great opportunity for someone with a strong communications and writing background who can also manage special events logistics. You can be a thought partner with the Advancement Director, strategically leading our communications efforts through your honed writing skills (all while meeting cool people and protecting Minnesota's land and water.)

The Communications and Events Officer reports to the Advancement Director and supervises the Advancement and Engagement Associate. The position is an exempt, full-time position with benefits including health, dental, 401k, LTD, Dependent Care and Health Care FSA, life insurance, and a PTO plan. Salary is \$52,000 - \$57,000 per year, depending upon experience. Great River Greening offers a flexible workplace and staff are currently working hybrid, with Tuesdays required as an in-office day.

Primary Duties and Responsibilities:

Strategic Communications & Writing – 60%

- Develop and implement an annual strategic communications plan for the organization, including but not limited to: appeals, newsletters, blogs, fact sheets, donor acknowledgement, special event communications, Conservation Circle members communications, annual report, and press releases.
 - In collaboration with the Advancement Team, manage communications plan and execution of annual Give to the Max Day.
 - Provide copyediting of grant proposals and reports as necessary.
 - Provide oversight and direction to Advancement Associate on social media content for Facebook, Instagram, LinkedIn, and YouTube including design and quality. Content created by Advancement Associate.
- Ensure that external communications related to donors are followed according to the Stewardship Plan (featured blogs, social media callouts, logos in newsletter, etc.).
- Manage press/media relations including: identify newsworthy opportunities, submitting press releases, reaching out to media, coordinating press coverage at live events, develop "talking

points” in partnership with staff to be interviewed, and sharing/amplifying mentions of GRG in the news.

- Develop an updated Style Guide/Brand Guidelines, and ensure our materials are in general compliance with the style-guidelines.

Event Project Management – 30%

- Be a thought partner with the Advancement Director and Executive Director around special events for the year, setting events in the fall for the coming year. Strategically plan audience, timing, size, impact, ask.
- Manage all vendor coordination, preparation, and day-of logistics with support from the Advancement Associate.

Advancement Operations: - 10%

- Donor Relations: Oversee Advancement Associate in donor stewardship activities including donor acknowledgement process and fulfillment.
- Supervision: Supervise the Advancement Associate.
- Advancement Team: Support the team’s overall goals with a collaborative team spirit!

Skills and Abilities

- Must have: Experience developing and implementing an annual strategic communications plan along with excellent writing and storytelling skills, including proofreading and copy writing.
- Excellent project management skills. Ability to coordinate multiple moving pieces and prioritize.
- Ability to work effectively with others and provide consistent, proactive customer service.
- Ability to maintain confidentiality regarding donor-related information.
- Availability to attend a few Saturday and/or evening events throughout the year.
- Would be nice: Experience with graphic design or graphic manipulation, and layout design.
- Experience with social media and website management/design, including Mail Chimp, Loomly, GiveButter, and SquareSpace.
- A “yes and” attitude! Open to new ideas, collaborative, and excited to figure out what works.
- Knowledge of environmental issues a plus, but not necessary; we have plenty of passionate staff who can teach you!

Qualifications

- 5+ years relevant experience in communications and writing
- Excellent customer service skills
- Experience with event planning and project management
- Knowledge of MS Office programs, Sharepoint, and Adobe Creative Suite.

Application Instructions

- Submit **cover letter addressing the qualifications and resume** by e-mail to: Nou Yang, HR Associate at nyang@greatervergreening.org
- Rolling application and position is open until filled.