



Community Outreach & Fundraising Coordinator

Application Deadline: Open until filled

Part-Time (PTE)

Compensation and Benefits:

\$19.00 - \$24.00 an hour, dependent upon experience.

Remote-Hybrid (Racine & Kenosha County):

This position is remote (work from home) and will not regularly require the employee to commute to an office location, however, it will occasionally require the employee to be present at our Seno Woodland Center in Burlington, WI or at other events in Racine and Kenosha county.

Role Description:

The Community Outreach & Fundraising coordinator will play a key role in representing Seno K/RLT Conservancy in the community while identifying and cultivating new partnership opportunities and maintaining and strengthening relationships with existing partners. The Community Outreach & Fundraising Coordinator will represent the organization at various community events, serving as an important public face to promote Seno K/RLT Conservancy's mission in addition to assisting Seno K/RLT with promotion and execution of new and existing programs and fundraising efforts.

The ideal candidate will have a passion for community engagement, strong interpersonal skills, and the ability to work both independently and collaboratively. The Community Outreach & Fundraising Coordinator will also work with the Executive Director and appropriate board committees to facilitate the creation of materials and content for our programs as well as provide support for said events and programs. They will contribute to communication efforts, execution of marketing strategies, and reporting initiatives. This role occasionally involves time spent outside attending or supporting Seno K/RLT events or programs and engaging with the community outside of normal office hours and reports to the Executive Director.

Primary Responsibilities:

Fundraising:

- Initiate and partner with staff and board members to understand funding priorities, document and articulate program activities, outcomes, and intended impact to effectively convey them to potential funders and partners.

- Implement outreach strategies to engage new and existing partners including cultivating, soliciting, and stewarding corporate donors and individual donor prospects either directly or by supporting the Executive Director
- Research new grant opportunities, both local and national to support Seno K/RLT Programs
- Copy edit Letters of Inquiry (LOIs) and grant proposals written by staff or committee chairs, and eventually take the lead on drafting certain LOIs and proposals.

Community Outreach:

- Be flexible and available to attend tabling events, community fairs, networking functions, and other local engagements as needed to promote Seno K/RLT's programs and initiatives.
- Serve as a liaison between Seno K/RLT and community organizations, government entities, and other stakeholders.
- Assist with identifying and capturing opportunities to enhance and grow existing programs or create new programs based on community needs and feedback.
- Monitor and report on the effectiveness of outreach and engagement activities, providing insights and recommendations for continuous improvement

Admin & Social Media:

- Participate in meetings and serve on appropriate committees
- Manage and maintain Seno K/RLT's mailing and emailing lists
- Generate donation acknowledgement letters and/or thank you cards for each donation received and mail them in a timely fashion
- Understand Seno K/RLT's website backend system (Flipcause & Weebly) and be able to make content changes with input from the Executive Director.
- Assist Executive Director with the management of Seno K/RLT social media platforms (Facebook, Instagram, Youtube)
- Assist Executive Director in the production and distribution of Seno K/RLT's E-newsletters, annual end-of-year print newsletter, and end-of-year appeal letter sent to our donors and email list. (Mailchimp, Canva)
- Assist Executive Director in creation of promotional and educational materials about Seno K/RLT's work, such as event fliers, social media graphics, maps, press releases, etc. (Canva, Adobe Illustrator if capable)

Qualifications/Experience:

- High School diploma or equivalent required
- Bachelor's Degree in Communication, Community Engagement and Education, Marketing, or similar field preferred
- Proven experience in community outreach, partnership development, fundraising or a similar role preferably in a mission-based non-profit organization.

- Strong organizational skills with meticulous attention to detail
- Must be comfortable with/have a strong appetite for learning and mastering new technologies, including the following: Microsoft Office (Excel and Word), Google Drive environment (Sheets, Docs, Forms, etc), Customer Resource Management (CRM) database systems, Canva, and social media platforms including Facebook and Instagram
- Excellent interpersonal, listening, written and verbal communication skills, editing skills, and ability to synthesize information in a compelling and accurate way
- Ability to organize and prioritize work, and to be self-motivated as this role will require both independent work and work with Seno K/RLT staff and board members
- Have great enthusiasm for Seno K/RLT's broader mission of sustainable forestry, natural resources education, and land conservation.
- Interest and/or past experience with environmental science, ecological restoration, botany, or ecology preferred

Travel:

Travel is primarily local within the Burlington area, though may occasionally involve travel to Kenosha and/or Racine Counties for tabling, speaking events, conferences, and programs. Mileage is reimbursed.

About Seno K/RLT Conservancy:

Seno K/RLT Conservancy is dedicated to sustainable forestry, natural resources education, conservation and land preservation. Since being established in 1993, the Kenosha/Racine Land Trust (K/RLT) has focused on permanently preserving land and restoring critical habitat. Now the land trust owns 53 acres in the Pleasant Prairie/Des Plaines River Basin and holds 24 conservation easements on approximately 1,316 acres in Kenosha and Racine counties. Adding the Seno Woodland Center and Drumlin Farm acreage raises land permanently protected to 1,589 acres. Coincidentally, during that same time period that K/RLT was created, the nearby WWOA Foundation (a.k.a Seno Woodland Center) had been founded by the Wisconsin Woodland Owners Association (WWOA) with land donated by Dr. Elvira Seno. The Seno Woodland Education Center directed efforts from its 127-acre facility in western Kenosha County toward educating the public on prudent land management for sustainable forestry practices with related benefits to wildlife and natural beauty. Both organizations shared a passion for sustainable land management and land preservation. While K/RLT owned land, it lacked physical facilities required to conduct in depth environmental programs. To leverage the strength of each, the two organizations officially merged on June 20, 2014 to create the organization now known as Seno K/RLT Conservancy. Seno K/RLT hosts a variety of programs at Seno Woodland Center annually for students of all ages throughout the year, in addition to hosting onsite natural resources education programs in Racine and Kenosha county parks and classrooms via our Discovering Nature programs designed to reach communities that otherwise have been unable to visit our Woodland Center due to busing costs or other financial barriers.

Seno K/RLT is currently run by one full-time Executive Director, one part-time Educator, and a dedicated all-volunteer board of directors.

Equal Employment Opportunity:

Seno K/RLT Conservancy provides equal employment opportunity for all applicants and employees regardless of their race, color, religious creed, national origin, sex, sexual orientation, age, genetic information, ancestry, disability, veteran's status or any other characteristic.

Please send your resume and cover letter to:

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