



Walnut Way Conservation Corp.
 2240 N. 17th Street
 Milwaukee, WI 53205
 (414) 264-2326
www.walnutway.org

Position Title:	Multi-media Communications Specialist (MCS)
Department(s):	Fund Development & Marketing and Communications
Status:	Part-time hourly / 20 hours per week
Rate of Pay:	\$15/hour

Organization’s Background:

Formed in 2000, Walnut Way Conservation Corp. is a resident-led neighborhood organization that is committed to sustaining an economically diverse community through civic engagement, environmental stewardship, and creating venues for prosperity through its Wellness, Work, and Wealth programming. Walnut Way challenges the cycle of poverty by engaging, educating, and employing community members to take leadership roles in comprehensive revitalization strategies. Walnut Way works from strengths-based programming and is called to a vision of abundance.

Position Summary:

The **Multi-media Communications Specialist (MCS)** is a dynamic and creative position with a social mission that will inspire constituents and enhance Walnut Way’s brand and public image. The MCS will work in both an administrative and creative capacity by supporting the Fund Development and Marketing Department’s clerical, media, and communications needs.

The MCS will develop and implement a communications plan focused on enhancing constituent relationships. The MCS will use a multi-media approach to communicate using writing, graphic design, video, and photography. Media will be distributed through print and digital platforms such as social media, e-newsletters, website, and mailings.

Day to day work will vary and will include but not limited to the following responsibilities.

- **Writing:** Drafting letters to key stakeholders and funders; social media messaging; writing press releases and pitching stories to the media; interviewing constituents and writing stories for digital consumption and appeals.
- **Digital Media Content Creation:** Creating branded graphics and multi-media pieces including flyers, short videos, social media stories, photography, newsletters, and promotional materials.
- **Administration:** Maintaining CRM, tracking donations and contacts; preparing donor and constituent mailings; tracking digital analytics; administering website and social media platforms and schedulers.
- **Research, Development, and Planning:** Collaborating with a team to developing strategic communications calendar to key audiences.
- **Represent organization:** Responding to general email and social media messages, phone calls, media inquiries, and guest visitors at the center.
- Attend team meetings as assigned.
- Attend tabling events and fairs as related to program area.
- Other duties as assigned.

Qualifications and Competencies:

- Near completion of Bachelor's degree in communications, marketing, advertising or equivalent.
- 1-2 years experience working in a marketing or nonprofit environment.
- Must be self-directed, able to manage and complete projects without any supervision.
- Demonstrated experience in project management of digital media projects and/or communications campaigns.
- Strong knowledge of software: Adobe Creative Suite; Hootsuite, Mailchimp, Canva, WordPress or comparable software and experience.
- Ease and passion for writing with the ability to switch writing tone and style for audience types.
- Ability to quickly learn and apply new social media tools and trends.
- Ability to be creative and contribute new ideas and processes that help the organization flourish.
- Ability to be flexible, adjust to emerging priorities.

Additional Qualities Needed:

- Efficient time management skills: ability to meet deadlines and prioritize multiple projects.
- Demonstrate excellent written, oral, and organizational skills; highly detail oriented.
- Sets high expectations for self and others on projects they are leading.
- Passion for asset-based community development and social justice.
- Ability to work independently and as part of a team.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made for individuals with disabilities. The work environment characteristics include working in office space, community settings, community agencies and outdoors.

To Apply:**Please email the following:**

1. cover letter
2. resume
3. portfolio (a link to a portfolio website is acceptable)

to Antonio Butts, Executive Director, at antonio@walnutway.org and Erica Heisdorf Bisquerra, Marketing and Communications Manager, erica@walnutway.org. No phone calls please.

**WALNUT WAY IS AN EQUAL OPPORTUNITY EMPLOYER
DRUG FREE WORKPLACE**