



## **Communications Manager**

The Communications Manager will develop and manage a dynamic communications plan for the Wisconsin School Garden Network (WSGN).

### ***Primary Duties and Responsibilities***

- Develop and manage WSGN communication plan
- Coordinate storytelling efforts around the state to increase connectivity and maximize impact
- Develop and maintain website as a source for information, resources, and inspiration for educators, public health professionals, and other school garden leaders and enthusiasts
- Develop and manage social media platforms including Facebook, Pinterest, Twitter, and others
- Develop e-newsletters and email marketing campaigns using MailChimp
- Write content, copy edit, and disseminate WSGN communications and other outreach materials
- Use Adobe Creative Suite and Microsoft Office products to design graphics and written materials
- Manage and track web traffic and resource downloads
- Research local press opportunities and make connections with possible venues for publications
- Track WSGN press coverage, write press releases and send them to relevant publications
- Pull and track story ideas from garden builds, trainings, and other WSGN activities
- Collaborate with colleagues and WSGN partners on communications and outreach activities
- Other duties as assigned

### ***Required Knowledge, Skills and Abilities***

- Experience in some or all of these areas: writing for the web, social media, SEO, public relations, email marketing, copyediting, graphic design, video and photo content creation
- Excellent written and verbal communication skills
- Ability to communicate effectively with diverse audiences
- Ability to develop effective work plans, manage details, set priorities, and meet deadlines
- Strong attention to detail and ability to work as a team member with minimal supervision
- Proficiency with Microsoft Office, website content management systems such as WordPress, and graphic design software such as Adobe Creative Suite desirable
- Background in garden and nutrition education for a diverse population of young people desirable
- Connections to statewide educational, public health, and food/agricultural organizations desirable
- Experience working in nonprofit and/or public agency environments desirable
- Bachelor's degree

### ***Compensation & Benefits***

This is a .75 FTE position with a salary of \$25,000 annually including generous paid time off, health insurance, and retirement benefits.

## About the Wisconsin School Garden Network and the Cultivate Health Initiative

The Cultivate Health Initiative (CHI) was created to support the growing garden-based education movement in Wisconsin. Building off the success of the Got Dirt? Gardening and Wisconsin School Garden Initiatives, CHI will grow and sustain the garden-based education movement through the development of the **Wisconsin School Garden Network**. The promotion of this new network will increase the capacity for garden-based education programs at schools, early care and education centers, afterschool sites, and other community sites across Wisconsin. Over the five-year span of CHI, we will:

- Bring together a diverse community of stakeholders to set common goals and priorities
- Develop a robust communications infrastructure to build and support the Wisconsin School Garden Network
- Collaborate with decision makers at the local and state level to work towards policy changes that support school gardens
- Promote best practices in garden-based education by providing professional development, technical assistance, and educational resources to communities around the state.

To build a dynamic and enduring network, the Cultivate Health Initiative will establish nodes of leadership and capacity building in five regions of Wisconsin. In each of these areas, a regional coordinator will use their expert knowledge of the assets and needs of their community to support garden-based education programs. CHI staff will provide professional development and technical assistance to schools, early care and education centers, and afterschool sites around the state. Over the course of the initiative we will train 2,000 educators statewide who will provide high-quality garden-based education to a diverse population of 90,000 children in rural and urban areas across Wisconsin. Through CHI, we will develop and disseminate resources with a focus on health equity to promote best practices in garden-based education. Finally, CHI will develop a communications infrastructure to share model programs and success stories to strengthen the Wisconsin School Garden Network through active communication among educators and to raise awareness about the effectiveness of garden-based education to support children's health and wellbeing.

CHI is a joint project of [Community GroundWorks](#) and the [Environmental Design Lab](#), in collaboration with the Wisconsin Obesity Prevention Initiative and [healthTIDE](#). CHI is supported by many local, state, and national partners including schools and school districts, regional health departments and health coalitions, and state agencies and organizations such as the [Wisconsin Department Health Services](#), the [Wisconsin Early Childhood Association](#), the [Wisconsin Department of Public Instruction](#), and [UW-Extension](#). Funding for this project is provided by the [UW School of Medicine and Public Health from the Wisconsin Partnership Program](#).

### Application Information

*To apply, please submit:*

- *Cover letter*
- *CV or Resume*
- *One to three examples of your prior communications work (e.g., articles, website, press release, email marketing campaign). These materials will be used for review purposes only.*

**The application deadline is Friday, May 27th.** All application materials should be emailed to Nathan Larson at [nathan@communitygroundworks.org](mailto:nathan@communitygroundworks.org). Interviews will be conducted on an ongoing basis beginning the week of June 6th. The anticipated starting date for this position is July 1, 2016. Candidates of all backgrounds are encouraged to apply.