



# SAVANNA INSTITUTE

*Laying the groundwork for widespread agroforestry in the Midwest*

## Job Opening: Communication Manager

The Savanna Institute invites applications for a Communication Manager. We seek applicants who share our passion for ecological and equitable agriculture as a nature-based climate solution and who are motivated to widen the circle of who has the opportunity to inform, support, and benefit from its development. To that end, we are seeking a diversity of voices at the table and strongly encourage women, people of color, LGBT individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply.

### Posted

August 17 , 2021

### Organization Description

The Savanna Institute is a 501(c)(3) non-profit organization based in Madison, Wisconsin and Urbana, Illinois. Established in 2013, we work in collaboration with farmers, scientists, and other stakeholders to develop perennial food and fodder crops within multifunctional systems grounded in ecology and inspired by the savanna biome. Our work aims to lay the groundwork for widespread agroforestry in the Midwest US via strategic research and education. For more information, please visit [savannainstitute.org](http://savannainstitute.org).

### How To Apply

Submit a resume/CV and cover letter through the link on [www.savannainstitute.org/jobs](http://www.savannainstitute.org/jobs)

### Deadline

All applications must be received by **11:59pm CT on September 30, 2021**

**Questions?** Email Brandi Brandes, Administrative Director, [brandi@savannainstitute.org](mailto:brandi@savannainstitute.org).

### Diversity Commitment

The Savanna Institute affirms the value of staff and stakeholder diversity, and aims to foster inclusive environments and equitable outcomes of our work. We seek individuals who are committed to these goals.

### Equal Employment Opportunity

Equal Opportunity is and shall be provided for all employees and applicants for employment on the basis of their demonstrated ability and competence without unlawful discrimination on the basis of their race, color, national origin, ancestry, religion, sex, pregnancy, sexual orientation, gender identity, gender expression, age, disability, veteran status, or any other status protected by applicable state or federal law.



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This position will manage use of Savanna Institute's digital platforms, including the website, social media accounts, email and other dissemination tools. This person will publish and promote marketing, educational, editorial, and fundraising content/campaigns on the SI website and across social media. The ideal candidate will have strong aesthetic instincts for digital layouts and publishing and an exceptional eye for detail; a keen understanding of major social media platforms' tools and distinct uses; and a passion for digital strategy, results, and analytics. By managing SI's communication plans, this position will be integral to realizing our vision: a multifunctional agriculture based on agroforestry systems of integrated trees, crops, and livestock and fostering ecological resilience, water quality, soil health, and vibrant rural communities.

Key activities of this position include:

- Produce and publish a variety of digital content, specifically:
  - Manage all posting to ensure content is on-brand and search- and social-optimized.
  - Collaboratively develop social media strategy across channels as the primary drivers of Savanna Institute's messages, appeals, and website traffic.
  - Lead digital execution—across email, website, and social media—of fundraising and engagement campaigns throughout the year.
  - Produce all email campaigns, solicit content from internal sources, and manage review, testing, and sending.
  - Seek regular opportunities for Savanna Institute to engage with major foundations, corporate donors, and other organizations on social media and curate up-to-date lists of key accounts.
  - Manage Savanna Institute's digital asset library.
  - Promote new content, key pages, and calls-to-action across channels. Position content to target different segments and to fit the format and publishing requirements of each platform
  - Track and share results for continuous improvement to targeting and segments.
- Manage the development, distribution, and maintenance of all print collateral including, but not limited to, informational reports, infographics, brochures, and handouts.
- Lead development and execution of SI's overall communication content strategy and inform calendar of upcoming topics, news and milestones, and external opportunities to guide content planning.
- Create and update marketing materials and documents in support of fundraising, donor stewardship, and programs.



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- Support media and other relevant external partner relationships as needed.

## Job Description

**Hours:** Full-time

**Location:** Madison, WI; Spring Green, WI or nearby

**Start Date:** As soon as possible; flexible

**Salary:** \$45k - \$55k Annual

- This position is eligible for the Institute's benefits package. Details available on request.
- This is a new position that will be part of the Institute's Communications Team and report to the Associate Director.

## Required Qualifications:

- 3 - 5 years of relevant professional experience in communications and/or marketing, preferably in a nonprofit organization
- Bachelor's degree in a related field, such as journalism, public relations, communications or writing-intensive humanities program
- Excellent written and verbal communication skills (candidates selected to interview will be required to share writing and/or design portfolios)
- Strong aesthetic instincts for digital layouts and publishing
- Strong attention to detail and proofreading skills
- Proven results in implementing marketing and communications strategic plans
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies (Sprout Social, Tweetreach, Meltwater, etc.) to engage a diverse audience
- Familiarity with CMS platforms and basic HTML (WordPress, etc.)
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines
- Technical knowledge of basic communications tools including Wordpress