

# Job Opening: Website Manager

The Savanna Institute invites applications for a Website Manager to advance agroforestry by developing accessible online public information systems for Savanna Institute's wider community. 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 people of color, women, LGBTQIA+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply.

**Posted** May 31, 2023

## 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](https://www.savannainstitute.org).

**How To Apply** Submit a resume/CV and cover letter to [jobs@savannainstitute.org](mailto:jobs@savannainstitute.org)

**Deadline** All applications must be received by **11:59 pm CT on June 25, 2023**.

**Questions?** Email Kathleen Fitzgibbon, Operations Manager, [kathleen@savannainstitute.org](mailto:kathleen@savannainstitute.org).

## Diversity Commitment

The Savanna Institute affirms the value of diversity of staff and stakeholders, 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.



## ***Position Opening – Website Manager***

### **Job Description**

**Hours:** full time

**Location:** Madison, WI or remote

**Start Date:** August 1, 2023

**Salary:** \$45,000 - \$50,000

This position reports to Assistant Communications Director, and is eligible for the Institute's benefits package. Benefits for full-time employees include 30 days paid time off per year, a health reimbursement arrangement that can be applied to insurance premiums and approved healthcare costs, and a monthly home office stipend.

### **Duties/Responsibilities**

Manage Savanna Institute's website and associated software with Communications and Administration (40%)

- Manage website rebuild project to migrate web content to a new system, and make recommendations on software that best aligns with the team's outreach goals
- Oversee integrations between WordPress, ActiveCampaign, WooCommerce, Stripe and other software to ensure seamless information exchange
- Manage content upload process – including event listings, blog posts, minor curriculum updates, and new informational pages – on Savanna Institute's web properties
- Report quarterly and annual website metrics to track organization's impact and engagement
- Answer incoming communication at [info@savannainstitute.org](mailto:info@savannainstitute.org), working with the Communications Team to match questions with the right staff person
- Support web troubleshooting, web security monitoring, and safe data storage

Support Savanna Institute's donor database transition with Development and Administration (25%)

- Support integration of the organization's donor database into Savanna Institute's website
- Develop, test, and manage maintenance of forms on the website
- Work with Development to support donor-focused communications throughout the website

Coordinate social media and digital advertising with Communications Team (25%)

- Manage Google AdWords and digital media ad buys on social media and/or broadcast platforms as needed
- Contribute to social media and blog content calendar with audio, video, photo, or graphic design
- Support social media management and marketing campaigns with regular posting and audience engagement

Overhead and other (10%)

- Support development of an organizational Intranet
- Participate in related staff and team planning meetings
- Other duties as assigned by the Communications Team



Mailing address: 2453 Atwood Ave, Suite 209, Madison, WI 53704  
608.448.6432 | [info@savannainstitute.org](mailto:info@savannainstitute.org)

[in](#) [f](#) [@](#) [@savannainstitute](#)  
[savannainstitute.org](https://www.savannainstitute.org)

## ***Position Opening – Website Manager***

### **Required Qualifications**

- Ability to accurately prioritize and take tasks to completion
- Excellent verbal and written communication skills
- Proactive, self-directed and reliable with excellent organizational skills and eye for detail
- Leadership, flexibility, creativity, and composure in problem solving; making and implementing decisions quickly and decisively
- Strong mediation skills and experience working with people from diverse backgrounds
- Excellent computer skills (Google suite, Wordpress, and experience operating and troubleshooting basic office equipment and AV equipment)

### **Preferred Qualifications**

- Experience in ActiveCampaign, WooCommerce, Stripe, and Zapier software systems

If you're excited about this job, we're excited to learn about your skills and experience! To apply, please submit a cover letter, a resume/CV, and three professional references to [jobs@savannainstitute.org](mailto:jobs@savannainstitute.org).