



## JOB ANNOUNCEMENT

March 2, 2016

Ice Age Trail Alliance (IATA) is pleased to announce that the following staff position is currently available:

### Communications Coordinator – Full-time

The IATA is headquartered in Cross Plains, Wisconsin. Established in 1958, the IATA is a nonprofit corporation dedicated to creating, supporting and protecting the Ice Age National Scenic Trail (IANST). The IATA currently employs a staff of nine who coordinate over 2,600 volunteers and 3,500 members in partnership-based undertakings with the National Park Service, the Wisconsin Department of Natural Resources, local units of government and citizen stakeholders throughout Wisconsin. IATA program undertakings include trail building and maintenance, land acquisition and protection, trail and land stewardship, community relations and advocacy related to the completion of the Trail. The trail program has grown significantly over the past decade, due in part to IATA's commitment to delivering a quality volunteer experience. The IATA also functions as a leading land trust with a focus on land conservation and land management best practices.

#### Position:

The Communications Coordinator (CC) is a new position responsible for promoting the Ice Age National Scenic Trail, the Ice Age Trail Alliance and its major programs; Trail, Lands, Outreach & Education and Philanthropy. The CC will do so by producing a variety of print and electronic publications, managing the IATA's website, writing press releases, generating & distributing news write-ups for the Alliance, coordinating social media platforms, and email distribution lists. While it is expected that the Communications Coordinator will work collaboratively with the entire staff, the position reports directly to the Executive Director.

#### Job Duties:

- Plan, create, edit, and manage the production of informative and entertaining issues of the Alliance's newsletter, *Mammoth Tales*.
- Manage the IATA's website to create an informative, compelling, visually pleasing outlet for info about the Ice Age Trail and IATA.
- Lead planning and organization of IATA's Annual Conference.
- Train and assist chapter leaders on website content management system to allow them to post information of local interest on their chapter's pages on the IATA website.
- Coordinate updating process for Alliance publications.
- Assemble year-end summary and coordinate publication of the IATA's Annual Report.
- Maintain Board of Directors Manual information with contact information, policies, and other reference materials.
- Create and manage a suite of brochures, flyers, and other print publications for promoting the Ice Age Trail and IATA.
- Coordinate distribution of Ice Age Trail and IATA news items through a variety of channels to help both internal and external audiences learn more about the Trail and the IATA.

- Maintain records of publications costs.
- Perform other duties and assist other staff as assigned or necessity dictates.
- Publicize all IATA events through flyers, mailings, calendars, press releases, website updates, social media, and in *Mammoth Tales*.
- Coordinate *Connections* landowner newsletter

#### Minimum Requirements:

- Bachelor's Degree required.
- 2-3 years of experience in the communications field
- Proven record of seeing projects through to completion.
- Must be personable, with good public speaking capabilities as well as good oral and written communication skills.
- Experience working with word processing, data management and email software is essential.
- Experience as a volunteer or with volunteers in a non-profit organization.

#### Details:

This position is considered an exempt, salaried, full-time position and includes a generous suite of employee benefits that include health, dental & life insurance and generous vacation & holiday scheduling. This stimulating and dynamic position is based in our Cross Plains, WI headquarters. Compensation is commensurate with experience.

The Alliance is committed to a policy of equal opportunity for all employees. It is our policy to seek and employ the best qualified personnel in all positions, to provide equal opportunity for advancement to all employees in a manner that will not discriminate against or give preference to any person because of race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, military service, marital status, arrest or conviction record, or any other basis prohibited by state or federal law.

#### Application Process:

Applications will be accepted by email only. Include "Communications Coordinator Application" in the subject line. Please include the following:

- Cover letter
- Resume that includes a summary of education, employment and salary histories, three references, salary requirements
- Any other information is welcome

Mike Wollmer, Executive Director  
Ice Age Trail Alliance  
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Applications will be accepted until the position is filled. Email inquiries prior to application are welcome.

Visit <http://www.iceagetrail.org> for more information about the Ice Age Trail Alliance.