



ABOUT US

The North Lakeland Discovery Center is a 501(c)(3) nonprofit organization whose mission is to enrich lives and inspire an ethic of care for Wisconsin's Northwoods, through the facilitation of connections among people, nature, and community. Our 63-acre site is located in the heart of Wisconsin's tranquil Northwoods, set within the 240,000-acre Northern Highland-American Legion State Forest. Members and the public are invited to enjoy, explore, and challenge themselves on our 12-mile trail system, maintained for wildlife viewing, hiking, biking, snowshoeing, and cross-country skiing.

WHAT WE BELIEVE

- » **EXPERIENCE the Outdoors**—We believe exposure to the outdoors is necessary to the health of people, families, and communities. We facilitate outdoor activities and opportunities for individuals and groups – accessible to visitors, residents, members, and the public. We value the region's ecological resources and natural areas; and promote activities aimed at overall experience including education, recreation, social engagement, and reflection/renewal.
- » **A Broad Definition of COMMUNITY**—Through thoughtful program planning, outreach, and an open and accessible organization, we encourage people to see themselves as part of a community that cares for our Northwoods water, wildlife, and woods. NLDC embraces Aldo Leopold's definition of community, which "enlarges the boundaries of the community to include soils, waters, plants, and animals, or collectively the land."
- » **Commitment to SUSTAINABILITY**—We make choices that foster conditions under which humans and nature can exist in productive harmony. We believe ecological care and economic viability create the foundations for sound decision making. Our decisions and plans for growth keep sustainability at the forefront.
- » **Power of PARTNERSHIP**—We engage with non-profits, service organizations and governmental and educational bodies that further our mission and values. We strive to build off each other's strengths, creating a broader-reaching influence and a greater impact on Wisconsin's Northwoods people, community, and environment. Through clubs and volunteers, we build on service to visitor and membership communities.
- » **LIFELONG LEARNING**—We are committed to teaching and providing guided and self-guided opportunities for all ages that develop and facilitate participant commitments to lifelong learning. Research shows that active learning techniques, opportunities for perspective taking and the chance to positively reflect and interact with diverse peers of all ages and backgrounds fosters a joy of learning.

JOIN US!

We are looking for someone who aspires to work as a part of conservation, community, and the great outdoors.

THE OPPORTUNITY

We are hiring for a **Marketing & Facility Coordinator** to join our team.

THE EXPERIENCE YOU WILL GAIN

In this role, you will gain valuable experience in developing and executing comprehensive marketing strategies, creating and managing diverse content, and building strong relationships with media and community partners. In addition, providing meeting and lodging space to individuals and groups contributes to the growth of NLDC, ensuring the ability to fulfill the strategic vision of connecting an increasing number of people to the natural world, and to achieve the NLDC mission of enriching lives and inspiring an ethic of care for Wisconsin's Northwoods by connecting people, nature, and community.

POSITION TITLE

- » Marketing & Facility Coordinator

REPORTS TO

- » Executive Director

DESCRIPTION

- » The Marketing & Facility Coordinator will be responsible for promoting the Discovery Center's mission, programs, and events, as well as managing facility rentals. This full-time position will involve approximately 70% marketing, 20% facility rental coordination, and 10% volunteer relations.

EXPECTATIONS

- » **Marketing (70%):**
 - Develop and implement comprehensive marketing strategies to increase awareness and engagement.
 - Manage and create content for social media, website, newsletters, and other communication channels.
 - Coordinate and execute promotional campaigns for programs, events, and memberships.
 - Design and distribute marketing materials, including brochures, flyers, and digital content.
 - Track and analyze marketing performance metrics to optimize strategies.
 - Build and maintain relationships with media, community partners, and stakeholders.
 - Oversee brand consistency and enhance the organization's public image.
- » **Facility Rental Coordination (20%):**
 - Manage the rental process for the Discovery Center's facilities, including scheduling, contracts, and customer service.
 - Coordinate with clients to understand their needs and ensure successful events.
 - Maintain accurate records of bookings and payments.
 - Work with the facilities team to prepare and maintain rental spaces.
 - Lead in promoting the facility rental program to increase bookings.
- » **Volunteer Relations (10%):**
 - Develop and conduct volunteer recruitment drives.
 - Populate the Volunteer database with names, contact information, volunteer interests and abilities.
 - Conduct volunteer on-boarding and training.
 - Keep the Volunteer Onboarding binder up-to-date.
 - Conduct appropriate volunteer appreciation events and effort.

QUALIFICATIONS

- » **Preferred: Bachelor's degree** in marketing, communications, business, or a related field.
- » **Minimum of 2 years of experience in marketing**, preferably in a non-profit or environmental education setting
- » **Strong understanding of digital marketing**, social media, and content creation.
- » **Excellent oral and written communication skills** for developing promotional materials and messages that engage readers and their desire to get involved with NLDC.
- » **Ability to manage multiple projects** and meet deadlines
- » **Proficiency with marketing software and tools including** all MS office programs, Adobe Creative Suite (Illustrator and InDesign specifically), social media platforms, CRM systems, etc.

SKILLS AND ABILITIES:

- » Work flexible hours, including occasional weekends, evening, and early mornings.
- » Strong organizational and time-management skills.
- » Creative and strategic thinking.
- » Ability to work independently and as part of a team.
- » Customer-focused with excellent interpersonal skills.
- » Passion for environmental education and conservation.

COMPENSATION:

- » Competitive salary based on experience.
- » Benefits package includes health insurance, paid time off, and retirement plan.

HOW TO APPLY:

Interested candidates should send a resume, cover letter, and examples of previous marketing work to jobs@discoverycenter.net by Wednesday, August 14 for full consideration. Position is open until filled. Please include "Marketing & Facility Coordinator Application" in the subject line.

Join our team and help us make a difference in our community!