



Sauk Prairie Conservation Alliance

Position Description: Executive Director (half time)

Organizational Overview (& Background)

The Alliance is a member-based conservation organization that promotes cooperative conservation on the former Badger Army Ammunition Plant and in the surrounding Sauk Prairie landscape. The group has offered diverse programs about the Sauk Prairie area and tours of the Badger Lands for most of its 20+ year history. Alliance volunteers help restore a remnant prairie on state land at Badger and participate in a monarch larva monitoring project. The organization is currently working with all landowners to create a spectacular “prairie corridor” along the new Great Sauk State Trail that runs through the Badger Lands. In 2016, the Alliance hired its first part-time director. In 2017, the organization mapped and marked 12 miles of hiking and bike trails on state land at Badger. Through a robust outreach program, in recent years the Alliance has shared its video documentary about the transformation of the former Badger Plant with hundreds of people in South Central Wisconsin. Private group and public tours are conducted by the Alliance through the spring, summer and fall. For more information and history, visit saukprairievision.org.

Position Summary

The executive director is the primary employee of the Alliance. The director oversees all activities of the organization, in support of the Badger Reuse Plan’s collaborative vision. The director’s responsibilities include program development and implementation (40%), communications and outreach (30%), and fundraising and institution building (30%). The executive director works closely with the Board of Directors to set organizational priorities and manages volunteers and part-time staff/ contractors.

Essential Duties and Responsibilities

Leadership (40%)

- Strategic Planning. Work with the Board on developing/refining a strategic plan that supports our mission and annual goals.
- Develop and maintain an engaged Board. Assist with Board recruitment processes. Serve as the liaison to the Board, reporting to the Board at frequent intervals and quarterly Board meetings. Work with the Board president to help set agendas for meetings, and help with committee work and management.

- Program planning. Work with the Board to identify program activities that best achieve the mission of the Alliance, develop an annual work plan based on priorities identified, and oversee/implement those programs.
- Badger relationships. Communicate with Badger landowners on a regular basis to update landowners on Alliance happenings and to keep updated on landowner activities.
- Oversee on-site ecological management. Oversee volunteer workday efforts on the Hillside Prairie, a small portion of the state-managed property at Badger, in collaboration with DNR staff. Oversee restoration efforts along the Great Sauk State Trail in collaboration with adjacent landowners. Obtain required permits.
- Volunteers. Develop a robust process for establishing and maintaining volunteer opportunities to meet operational needs. Maintain active Citizen Science Monarch Monitoring Project. Communicate regularly with active volunteers.
- Manage staff. Hire, manage and oversee occasional part-time staff to help with administrative tasks, as approved by the Board and included in an annual budget.
- Partnerships. Maintain existing and build new partnerships with other conservation organizations for a mutually beneficial impact.

Communications and Outreach (30%)

- Alliance communications. Plan and oversee accurate and timely messages about special events, programs and other Alliance-sponsored activities. Plan and write/edit regular newsletters (print and/or digital), e-alerts and announcements; update the website; and develop and implement the day-to-day social media plan (Facebook and Instagram).
- Outreach. Respond to requests for programs and presentations from groups throughout the area. Be proactive in seeking new presentation opportunities. Plan and conduct occasional tours of Badger. Where needed, serve as representative of the Alliance. MC at events, speaker at events, etc.
- Audience growth. Improve program attendance numbers and diversity through themes, strategies, and content for communications to reach, engage, and grow various members and volunteers including environmentally conscious citizens and young conservation professionals.
- Program promotion & support. Write press releases. Develop flyers and brochures to inform and promote programs. Develop, coordinate and recruit speakers for annual lecture series. Moderate/host lectures.

Fundraising and Institution Building (30%)

- Financial oversight. Help develop and manage the organization's annual budget (~\$50k in 2021). Work with the Board treasurer, who performs financial work. Oversee finances on operational and program activities and be certain that revenue equals or exceeds expenses.
- Donor stewardship. Build & strengthen personal relationships with loyal supporters and new donors, increasing major donor support over current support levels.

- Program fund-raising. Research grant opportunities and write/submit grant applications seeking program support. As restricted grants come in, hire independent contractors as needed, manage grant-funded project activities, and then submit reports to grantors. Write general support grants, seek corporate sponsorships, organize and/or oversee fund-raising events, capital campaigns, etc.
- Memberships. Retain and attract new (paying) members to the Alliance through creative and targeted communication and outreach. Write membership appeal and thank you letters.
- Database maintenance. Working in Little Green Lite (LGL), the SPCA's membership database, process new member and member renewal payments, process address changes, managing member files in the database, and add new members.
- Lists and mailings. Create membership renewal mailing lists using LGL, print large scale mailings, insert, label and mail materials.
- Year end activities. Create end of the year appeal mailing, print mailing, insert, label and printed materials. Coordinate the SPCA online auction: solicit auction items, create the online auction webpage, promote the auction, and coordinate item delivery to item winners.
- Print coordination. Order print materials such as letterhead, envelopes, brochures. Act as point person with contractors, print houses and vendors for the majority of print projects.

Application Process

To apply, please submit a cover letter and resume by email to:

SaukPrairieConservationJobs@gmail.com.

Position remains open until filled; apply by November 12 for best consideration. Expected start date January 1 or earlier (flexible).

The Sauk Prairie Conservation Alliance provides equal opportunity in programs and employment. The Sauk Prairie Conservation Alliance does not discriminate on the basis of age, race, creed, color, disability, sex, sexual orientation, national origin, ancestry, marital status, arrest record or non-program related conviction record.