



# Civic Engagement Coordinator

Milwaukee Riverkeeper

Job Description

Posted for Immediate Opening

## Background

Milwaukee Riverkeeper® is a non-profit organization whose mission is to protect water quality and wildlife habitat and to advocate for sound land use in the watersheds of the Milwaukee, Menomonee and Kinnickinnic rivers.

We are the licensed Riverkeeper® for these three watersheds. Established in 1995, the organization pursues its mission through citizen engagement, research and advocacy.

## Position Description

As a science-based advocacy organization, one of more than 300 Waterkeeper Alliance members, and one of eight Great Lakeskeepers, we work to engage Wisconsin residents throughout the entire Milwaukee River Basin, as well as those Wisconsin residents that live within the Lake Michigan Basin, on issues that impact our Watersheds. The Civic Engagement Coordinator will manage the development and implementation of various events and programs related to Milwaukee Riverkeeper's mission to protect, restore, connect, and advocate for better water quality in Milwaukee's rivers. This position will work with Milwaukee Riverkeeper staff to educate, engage, recruit and organize volunteers, and the community about issues impacting our watersheds. This position will report directly to the Executive Director.

## Responsibilities

### Digital Civic Engagement:

- Create and send action alerts from Action Network;
- Manage action alert contact information in Action Network and Salesforce;
- Develop and implement data workflows between Salesforce and Action Network;
- Maintain system of tags and tracking individual actions, click-through rates, and conversions;
- Develop and maintain consistent reporting system to evaluate digital advocacy engagement;
- Assist staff in developing digital ladders of engagement (automated email marketing) in Action Network and Salesforce;
- Aid in creation and implementation of social media campaign around issues;
- Disseminate advocacy content on various platforms including website, social media, and newsletters;
- Manage lists in 501©3 Voter Action Network (VAN) to help target, recruit, and engage supporters to develop pathways for leadership;
- Work with staff to develop ladders of engagement across multiple campaigns and programs;

- Help rally Milwaukee Riverkeeper members and community partners around mission-driven issues.

#### **Event & Program Civic Engagement:**

- In coordination with the Milwaukee Riverkeeper team, develop and implement the River Defender Program, Senior Water Advocates Program, and other engagement events.
- Create, and grow events and advocacy workshops;
- Assist with creation and distribution of marketing publications such as event flyers and advocacy fact sheets;
- Recruit, train, and develop volunteers to participate in civic engagement activities;
- Maintain communications about program activities with participants, staff, board and other key partners;
- Design and implement evaluation tools to gauge and ensure impact;
- Network and collaborate with local organizations and community leaders;
- Represent Milwaukee Riverkeeper at community events.

#### **General:**

- We are seeking an individual with an open mind, positive attitude and a desire and a passion to work to improve water resources in our community.
- Milwaukee Riverkeeper employees are expected to be flexible and to take on additional duties as assigned, according to the organization's mission-related needs and the staff member's skill and abilities.

#### **Qualifications**

The successful candidate for the position will have the following qualifications:

- Data management experience;
- 3+ years professional work experience;
- Experience event planning;
- Interest in community organizing and leading teams;
- Mastery of basic software including Microsoft Word and Excel;
- Passion to learn;
- Strong attention to detail;
- Strong interpersonal skills;
- Excellent written and verbal skills;
- Ability to coordinate multiple, diverse projects, set realistic deadlines, and manage a timeline;
- Proven experience in a related position;
- Ability to resolve routine problems independently;
- Ability to prioritize work according to the organization's needs;
- Willingness to learn and grow with the organization;
- Valid driver's license;
- Commitment to the environment.

#### **Benefits**

- Health, Dental, Vision, and qualified IRA with employer match;
- Gain experience in the growing field of water resources;
- Casual work environment and relaxed dress code;
- Generous flex time policy;
- Paid Holidays, Vacation, Personal, Wellness and Sick time;
- A fun, friendly office atmosphere;

- Parking Available;
- Eco Bucks program;
- A Milwaukee Riverkeeper t-shirt (what could be better!?!);
- The opportunity to gain professional skills while working for the greater good of improving our community, all while being surrounded by smart, hardworking, motivated coworkers.

#### **Additional Information**

This position will be expected to work some evenings and weekends to facilitate events and workshops.

Compensation is commensurate with experience and qualifications. Milwaukee Riverkeeper is an Equal Opportunity Employer.

**Submit resume and cover letter by 5:00 pm on March 26 to:**

Christina Taddy  
Development & Operations Manager  
[christina@milwaukeekeeper.org](mailto:christina@milwaukeekeeper.org)

In the cover letter please include a short description of why you are interested in this position and why you think you'd be a great fit.