



DEVELOPMENT & MARKETING ASSISTANT

The Wildlife In Need Center (WINC) is a 501c3 registered nonprofit whose mission is:

- to provide wildlife rehabilitation to Wisconsin wildlife with the intent to release back to their native habitat,
- conduct research designed to further the positive impact of rehabilitation, and
- provide quality community education programs and services.

WINC annually treats up to 3,000 animals of over 130 species. Over 45,000 injured, sick or orphaned animals have passed through the Wildlife in Need Center's doors since January 1, 1994. A small team of paid staff and very large group of dedicated volunteers provide services to fulfill WINC's mission. WINC is privately funded and provides all its services as a result of individual donations and those raised through sponsorships, grants and events.

The Development and Marketing Assistant for WINC is part of the Center's paid staff who works directly with the Board of Director's Development Committee to create and implement annual fund development and marketing plans that support the mission driven programs of the Center.

Successful candidates will possess a Bachelor's Degree in marketing, communications or related field and must have experience or very high comfort level in working with data bases. Prior exposure to Fund Development activities (i.e. special events, grant writing, annual giving, and corporate giving) is desirable. Demonstrated interest in WINC's mission is a plus.

Position Objectives:

- In collaboration with the Development Committee, develop and assist with the implementation of annual fund raising plan which includes managing the membership process for WINC
- Provide staff support for the working committees for major special events
- Develop and follow up on opportunities to increase public knowledge about the organization and its activities
- General office duties including phone counseling and admitting patients.
- In collaboration with the Development Committee and program managers, develop and disseminate press releases and update social media outlets with appropriate news about the Center

General Responsibilities:

The Development & Marketing Assistant, in collaboration with the Development Committee of the Board of Directors, is primarily responsible for fundraising and secondarily responsible for public relations activities on behalf of the Wildlife In Need Center.

Primary Accountabilities:

- Maintain membership and donor database
- Send out membership communications, newsletters, invitations to events, thank you letters, annual appeal, and other mailings.
- Work with Development Committee to develop annual fundraising plan
- Develop and carry out plans to ensure the success of major fundraising events
- Assist with special event planning, organization, and implementation
- Maintain and update organization's website, website Google analytics; maintain and update Guidestar listing and Top NFP listings for WINC
- Edit the membership newsletter
- Perform general office duties including answering the phones, admitting patients, and supervising office volunteers
- Use Survey Monkey to quantify success of events and development programs
- Assist the Development Committee in applying for grants and pursuing grant opportunities
- Provide administrative support for the Development Committee and the Board of Directors as a whole
- Maintain communications with media sources to ensure that press releases are disseminated regularly and throughout the communities served
- Select, train and supervise marketing interns

Previous experience using these programs is a plus, but not required:

- WordPress, or a similar platform to edit websites
- GiftWorks, or a similar donor database
- Adobe, Publisher, or a similar graphics software

This is a full time paid position with benefits and reports to the Director of Operations. Hours are 9am-5pm and includes some weekend days and holidays. This position is available immediately.

To apply: Please submit a resume, three professional references and cover letter explaining how your qualifications fit the requirements of this position. Forward to Lisa Rowe, Director of Operations at lrowe@helpingwildlife.org.