



Marketing Assistant February 2025

The Ridges Sanctuary is hiring a marketing assistant to support the organization in developing and executing various marketing strategies to enhance brand visibility and drive visitor engagement. We're looking for someone with excellent communication skills, attention to detail, creativity, and the ability to work collaboratively with The Ridges Team. The Ridges seeks someone who has a desire to grow with the Ridges, especially while we grow our operation as outlined in our [20-year Master Plan](#).

As a leading voice for conservation action, the mission of The Ridges Sanctuary is to promote positive environmental behaviors through impactful educational experiences, land protection and management, and ecological research. The Ridges was established in 1937 after Albert Fuller, then Curator of Botany at the Milwaukee Public Museum, began spending a significant amount of time surveying the landscape. Fuller spearheaded a grassroots movement to protect this incredibly diverse property and establish Wisconsin's oldest member-based land trust. This grassroots movement still drives the organization today. The Ridges Sanctuary now protects 1,700+ acres of the Midwest's most biologically diverse ecosystems and serves as a leading voice for conservation action in the region. Our campus features 5 miles of rustic trails, rare wildflowers, historic Range Lights, indoor exhibits, and an accessible boardwalk among more.

Joining our team means becoming part of an organization committed to creativity, teamwork, and excellence. Our goal is to foster a supportive and inclusive work culture where every team member can thrive and contribute to our ongoing success.

Position:

The responsibilities of the Marketing Assistant will aid in the marketing and storytelling of The Ridges Sanctuary and its programs and activities. Through external and internal communication this position will help engage our constituents of all ages and promote this special place for all to enjoy. The Marketing Assistant will work with Ridges staff to facilitate content throughout the calendar year.

Duties & Responsibilities:

- Content: Assist in creating marketing content, including emails, social media posts, newsletters, print ads and brochures.
- Social media: Work with the team to monitor and manage social media, including creating and posting content and engaging with followers.
- Website: Review, develop and update website content. Measure and report on performance.
- Advertising/sponsorships: Coordinate advertising and sponsorships with other organizations and entities (i.e., Baileys Harbor Community Association) to ensure consistency of content related to The Ridges.
- Media: Assist with the development of ongoing narratives for the mission areas of The Ridges, Education, Research, and Preservation that can be used in various media opportunities, e.g., media tours, press releases, radio, and media interviews.
- Collaborate with other departments as needed.

Qualifications and Skills:

- Strong written and verbal communication skills
- Attention to detail and comfort with multitasking in a deadline-driven environment
- Understanding of basic business and marketing concepts
- Excellent time management skills
- Familiarity with social media, social networking, email marketing, and search engines
- Strong writing and editing abilities

Education and Experience:

- Associate or bachelor's degree in marketing, business, or a related field is preferred
- Experience with Canva, Adobe Creative Cloud, Monday.com is a plus
- Digital photography experience is a plus

This position is part-time, 20 hours/week, and reports to the Director of Marketing.

To Apply

Submit resume and cover letter Jeanne Farrell, Direction of Marketing via email at jeanne@ridgessanctuary.org. Email subject line: Marketing Assistant Position. Deadline to apply is February 12th, 2025. Applications will be reviewed as they are received.

We look forward to reviewing your application!