



Our Mission: Provides quality medical care and rehabilitation for all injured, sick and orphaned wild birds and animals, and shares its knowledge with the people who care about them.

Position: Communications & Brand Manager

Schedule: Full-time, Monday – Friday in office, occasional weekend or evening responsibilities

Compensation: \$50,000 - 60,000 salary commensurate with experience

Overview

The Wildlife Rehabilitation Center of Minnesota (WRC) is North America's busiest independent wildlife hospital and is located just north of St. Paul, Minnesota. WRC admits more than 24,000 wild animals from among 200 species. As a high-capacity, emergency hospital, WRC provides a fast-paced, collegial work environment and numerous educational opportunities for people from all backgrounds.

The Communications & Brand Manager focuses on WRC's brand and communications to maintain a positive image for WRC's professional approach to wildlife medicine. The role is responsible for the development and execution of communications campaigns, social media, visual assets including photography and video, and design assets. Someone who thrives in this role is an engaging storyteller who brings WRC's work to life in writing, speaking, and visual storytelling. This position works closely with other Development and Communications staff to advance the goals of: growing the organization's various audiences through carefully curated media, engaging donors for increased financial giving, educating and informing volunteers, and supporting the intake team as WRC's "public face." This position reports to the Communications & Development Director.

WRC is open 365 days a year. Flexibility in working hours is required, including evenings, weekends and holidays.

Requirements:

- Bachelor's degree in communications, marketing, journalism, public relations, or a related field
- Five or more years of professional experience in communications, marketing, journalism, public relations, or a related field
- Ability to develop and implement multi-faceted communication channels to support a unified message while staying on brand
- Excellent writing skills and an ability to craft engaging stories for a variety of audiences
- Passion for interacting with the public, including speaking/giving presentations
- Proven track record in managing social media and developing engaging digital content

- Brand management, wildlife knowledge and nonprofit experience are ideal
- Skilled in using Adobe Photoshop, as well as Adobe InDesign or Canva to design visually engaging materials
- A keen eye and ability to capture compelling photos is preferred
- Video production experience is preferred
- Excellent attention to detail and accuracy
- While this is not an animal-related position, the nature of capturing information requires the ability to work around animals in an emergency medical setting
- Ability to work around potential allergens (including peanuts), and zoonotic diseases

Schedule:

- Full-time, Monday – Friday in office, occasional weekend or evening responsibilities

Primary Duties:

- Maintain WRC's brand across all platforms
- Work with Communications & Development Director to develop, plan, and execute communications and fundraising campaigns
- Manage and grow engagement on WRC's social media channels, including Facebook and Instagram; build out and manage WRC's YouTube channel
- Manage WRC's social media Messenger/chat communications
- Work with the Communications & Development Director to produce and proof fundraising pieces, including print and digital newsletters, emails, and campaign materials
- Produce promotional materials including informational cards, flyers, and branded magnets
- Collaborate with other staff as needed for in-house signage, manuals, etc.
- Take and prepare photos and video for social media, digital communications, print pieces, and education content; maintain organization of WRC's digital filing system for photos/videos
- Support media needs as requested
- Work with Intake staff to assist with client services as needed
- Moderate educational webinars
- Share WRC's mission and work through public speaking engagements and public animal releases
- Represent WRC at events and intern recruitment fairs as needed
- Other duties as assigned

Compensation:

- Annual salary of \$50,000 - \$60,000 salary commensurate on experience
- Fully employer-paid medical and dental insurance premiums
- 403(b) with 3% employer contribution
- Earned vacation and PTO

Additional Selection Criteria:

- Positive attitude toward coworkers, supervisors, volunteers, and the public
- Promote a culture of continuous learning and collaboration
- Strong time management skills and initiative in responding to departmental needs

- Effective communicator: Speaks, listens, writes and responds clearly and professionally
- Demonstrated ability to work both independently and as part of a team
- Maintain the wild nature of patients by following WRC policies and procedures
- Recognize the importance of medical euthanasia as a treatment option
- Ability to work as a professional in a fast-paced, stressful environment
- Respectful of, and willing to foster, an inclusive environment for people from diverse backgrounds

To Apply:

Email your resume, two professional references and a cover letter to Brittney Yohannes at hr@wrcmn.org.

Applications will remain open until the position is filled.