



**Job Title:** Community Engagement Manager  
**Reports To:** Director of Development  
**FLSA Status:** Full-time/Exempt  
**Location:** Severson Dells Nature Center (8786 Montague Road, Rockford, IL 61102)  
**Salary Range:** \$45,000-\$53,000, commensurate with experience

**Benefits:**

- Medical, dental and vision insurance
- 401k Employer retirement match
- Vacation (80 hours-increases with tenure), IL Paid Leave for All (40 hours) and sick leave (64 hours)
- 6 paid holidays, 2 paid floating holidays and December 24-January 1 off (paid)

**WHO WE ARE.** Severson Dells Nature Center inspires conservation of nature through education and stewardship, cultivating connections between people and place. We aim to build a community inspired to explore, understand, and protect the natural world—where curiosity leads to stewardship, science informs action, and every person feels connected to each other and the land.

**YOUR ROLE.** As the Community Engagement Manager, you will lead the overall community outreach efforts including marketing, communications and support relationship and fund development for Severson Dells Nature Center. You will serve as a key representative of Severson Dells Nature Center, engaging a broad spectrum of constituents as the organization continues to grow. The Community Engagement Manager will work with the Development Director and other staff to develop a vision for community engagement and will play a lead role in implementing this vision.

**WHY YOU'LL LOVE IT.** Working at Severson Dells Nature Center is an opportunity to be a part of an innovative, agile and forward-thinking team that thrives on collaboration, both internally and externally. The staff are a passionate, knowledgeable group that are dedicated to the mission Severson Dells. Severson Dells is a storied organization with deep roots in the northern Illinois community, serving residents for almost 50 years.

**ESSENTIAL DUTIES & RESPONSIBILITIES** include the following. Other duties may be assigned.

**Marketing and Community Outreach**

- Develop and implement an annual marketing and outreach plan and budget with leadership from the Development Director
- Foster positive and collaborative relationships with the community, local nonprofit organizations, foundations and businesses
- Develop and manage the creation of engaging content and graphics, for social media, print newsletters, website, emails and brochures

- Maintain the Severson Dells website as a valuable resource for the community, members, volunteers and donors.
- Elevate the visibility of Severson Dells locally and regionally by developing strong relationships with local media to pitch stories, draft and share press releases and increase community awareness
- Identifying and measuring marketing outcomes to increase the efficiency of marketing activities
- Manage SEO and Google Ad Grant

### **Fund Development**

- Work with the Development Director to develop and implement annual development plans including donor appeals, membership program, fundraising events and grant writing and reporting
- Support the capital campaign through marketing and donor engagement efforts

### **Graphic Design and Editing**

- Manage the design and development of the print and email newsletters
- Design graphics for social media and website
- Oversee the graphics content created by other staff and AmeriCorps members for use on social media, website and in print

Assists/manages special projects, as necessary

**REQUIRED SKILLS, KNOWLEDGE AND EXPERIENCE.** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions unless undue hardship and/or a direct threat to the health and/or safety of the individual or others would result.

- Minimum of 3 years of experience in marketing, communications, community outreach and/or fund development
- Excellent writing, editing and verbal communication skills
- Comfortable with public speaking to groups of all sizes and demographics
- Solid relationship management skills with a highly collaborative style, who can effectively work with all constituent groups including staff, board, volunteers, donors, vendors, media and other community members
- Project management skills: ability to multitask, problem-solve, prioritize, delegate, strong organizational skills and to create systems and processes
- Strong customer focus in all tasks and activities
- Ability to create and maintain an editorial calendar
- Intermediate to advanced experience with graphic design and knowledge of graphic design principles
- Experience supporting the development of diverse and inclusive environments, and demonstrated commitment to equity, diversity, inclusion, and accessibility
- Ability to easily adapt to change
- Ability to maintain the highest level of discretion and confidentiality
- Ability to maintain regular attendance and punctuality
- Adheres to all risk management and safety programs
- Experience with:
  - Microsoft and Google Suites
  - Social media platforms, such as Facebook, Instagram and LinkedIn
  - Different forms of advertising

- o CRM System
  - o Website management
  - o Canva, Affinity and/or Adobe Creative Cloud
  - o Willingness to learn new applications and identify innovative ways for technology to support organizational objectives
- A valid Driver's License, reliable transportation and current proof of insurance are required (mileage reimbursed at the IRS rate).

**PREFERRED SKILLS and EXPERIENCE**

- Experience supporting fundraising campaigns and developing associated communications
- Familiarity with northern Illinois philanthropic community

**EDUCATION** Bachelor's degree in communication, marketing, or related degree is desired or equivalent professional experience.; or equivalent combination of education and experience.

**PHYSICAL DEMANDS.** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job .

While performing the duties of this job, the employee is frequently required to walk, stand, sit, talk or hear. The employee is frequently required to use hands to finger, handle, feel or operate objects such as a computer or controls, and includes repetitive motions of the wrists, hands and/or fingers; and is required to reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel crouch or drawl. Sufficient vision, hearing and stamina to perform the above functions is required. The employee must occasionally lift and/or move up to 25 pounds occasionally and 10 pounds frequently.

**WORK ENVIRONMENT.** While performing the duties of this job, the employee works in an office environment, but is exposed to outside weather conditions. The noise level in the work environment is usually quiet while in the office or moderately noisy when in the field.

TO APPLY: Please submit a cover letter, resume and writing sample to Ann Wasser [ann@seversondells.org](mailto:ann@seversondells.org) with the email subject: Community Engagement Manager.

***Resume review to begin May 27, 2026. Anticipated start date: week of June 22 or soon thereafter.***

Severson Dells Nature Center is an Equal Opportunity Employer and is committed to creating an inclusive work environment. We do not discriminate based on race, religion, color, sex, gender identity or expression, sexual orientation, age, disability, national origin, veteran status, or any other characteristic protected by law. Research shows that women, Black, Indigenous, and Persons of Color (BIPOC) may hesitate to apply for opportunities unless they meet every listed qualification. If you believe you have the skills and experiences to succeed in this role, we strongly encourage you to apply.

Final offers of employment are contingent upon the successful completion of a background check that may include national criminal background check and national sex offender registry search.

*This position description reflects Severson Dells Nature Center's best effort to describe the essential functions and qualifications of the job described. It is not an exhaustive statement of all the duties, responsibilities, or qualifications of the job. This document is not intended to exclude the opportunity for modifications, providing reasonable accommodation.*