

Central Conservation

Central Conservation is a newly launched 501(C)(3) nonprofit conservation agency that empowers a constellation of environmental organizations working to care for our Earth. WisCorps and The Nature Place are programmatic divisions of Central Conservation.

Hiring Contact: Paige Manges, Marketing & Communications Coordinator



The Nature Place is a nature-focused community center in Myrick Park in La Crosse, WI. Our mission is to inspire and cultivate meaningful connections between people and nature, for the benefit of both. Through our communications, we want to invite people into our space to help them connect with nature. Everything we create emphasizes our mission. We offer a variety of programming, for kids, adults, and seniors. We host events, allow for reservations, and even have weddings. The fellow will assist in the day-to-day management of our Instagram and Facebook accounts. Preference will be given to those with expertise in Instagram who already engage with nature-focused or community-focused content. The Nature Place would prefer to have a Fellow who is active on TikTok and interested in creating dynamic video reels.

***UWL Marketing & Design Community Fellow will work only on projects for **The Nature Place**.*

By the end of this Fellowship, the Fellow will be equipped for an Entry-level Marketing, Design or Content Creation position.

HOURS: 40 WEEKS / 630 Hrs

*(11 weeks) 30 hrs/week from **May 28th, 2025 - August 15th, 2025***

*(39 weeks) 10 hours/week **August 18th, 2025 - May 15th, 2026***

WHO SHOULD APPLY:

- College **junior or senior** with a planned major in the Arts (includes Photographer, Graphic Designer, Freelance Artist, Art Director/Editor, Digital Designer, Illustrator, Multimedia Art), Communication Studies (includes Media Studies, Organization & Professional Communication, Public Communication & Advocacy, MultiMedia Studies & Design) English (includes Creative Writing), Marketing (includes Digital

Marketing Analytics & Management), Social Justice, Sustainability & Environmental Studies.

- Must be an outgoing person who easily connects with others; includes establishing and maintaining relationships with kids and adults of all ages.
- Must be a creative thinker who enjoys collaborating with others to develop and execute a social content strategy.
- Enjoys telling stories; through short format and longer-storytelling pieces.
- Understands social media and has a good finger on the pulse of what audiences in the environmental space engage with and care about.
- Conscious about sustainability and committed to defining climate issues.
- Desire to highlight data and facts pertaining to sustainable practices, climate change, community initiatives and educational insight in relation to child development.
- Independent and confident in taking creative initiative to think beyond what's asked.
- Kind, curious, and interested in other people's perspectives.
- Open-minded and sees the value of diversity.
- Ability to work independently with minimal supervision.
- A go-getter who'd dedicated to capturing in-the-moment footage of our community programs; **which requires non-traditional work hours.**
- Excellent at note taking, scheduling meetings, and setting deadlines for personal and group projects.
- Experience working with common design and creative tools such as CANVA (*e.g. Adobe Creative Suite, Final Cut Pro, After Effects is a big plus but not required*).
- (*Preferred*) Experience designing posters, editing photos & engaging in online content.
- (*Preferred*) Experience in consistently executing video content (ideating, creating, and editing).
- (*Preferred*) Experience working with a wide variety of multimedia formats, including video, graphics, writing, and audio.
- **Must really, really love kids. :)**

WHAT WE'LL BE WORKING TOWARDS:

- Creating and tracking campaigns that align with The Nature Place's communications strategy across a variety of platforms and mediums.
- Understanding the creative process: ideal conception, creative brief, planning, production, implementation, data tracking.

- Developing consistent messaging across social content, guerrilla marketing and printed materials.
- Tracking key audience reach, engagement and interaction metrics.
- Establishing a fresh perspective on messaging that matters.

PORTFOLIO: 4-5 campaigns featuring creative direction, written communication, and strategic social media implementation.

- The Nature Place - Summer Day Camps Campaign
 - 3 stories a week
 - Summer Day Camper Photos
 - Photo/Video assets to be used in 2026 Summer Day Camp Campaigns
- The Nature Place - Gardens Campaign
 - 2 stories a week
 - 5+ REELS: Seeds, Planting Techniques, AmeriCorps Members, Volunteers, Native Gardens
- The Nature Place - Community Programs Content (**Attendance Required**)
 - Yoga
 - Forest Bathing
 - CRAS (Coulee Region Audubon Society)
 - Nature Saturdays (1st Saturday of the Month)
- The Nature Place - Blog
 - Working with Staff & AmeriCorps Members on pre-determined topics
- The Nature Place - General Education, Awareness, Visitor Services
 - As needed (TBD)

APPLICATION + INTERVIEW:

- Include a resume & cover letter
- Include examples of your photography/videography (*minimum 3 pieces*) - *doesn't have to be professional, just something you've taken, enjoyed doing and are proud of.*
- Be ready to talk about any previous experience working in social media (this can include a personal account or classroom work).
 - *What kind of content do you create? What do you want to create more of?*
 - *What audiences do you interact with online? What are your top 5 accounts to follow?*
 - *Do you have any brands, companies, nonprofits that you interact with frequently?*

- Please share (minimum 2 pieces) demonstrations of your writing - includes short format and longer pieces.

INTERVIEW QUESTIONS:

1. Why do you want this fellowship?
2. Describe yourself?
3. What are your strengths?
4. What motivates you?
5. Tell me about how you connect with nature?
6. Why is the environment important to you?
7. What is your previous experience with kids?
8. What career field do you hope to go into after finishing school?
9. What is your comfortability with being in charge -
 - a. Can you tell us about a time when you were in charge of something that went well?
 - b. Can you tell us about a time when you were in charge of something that didn't go well?
10. What's your relationship with note-taking - do you write things down?
11. What is your experience with deadlines? How do you create these in your personal life or for school projects?
12. What is a creative brief?
13. What are brand guidelines?
14. Do you have any other questions for me?

***To complete this interview, I will ask you to explore the grounds/interior at The Nature Place to create a 10s REEL (which will not be posted). This is to get a feel for how you think on your feet.*