Webmaster/Communications Professional
Wild Ones: Native Plants, Natural Landscapes

Wild Ones: Native Plants, Natural Landscapes is a national nonprofit environmental organization with 60 chapters in 20 states. Our mission is to promote environmentally sound landscaping practices that protect biodiversity through the preservation, restoration, and establishment of native plant communities. We have a small national office that supports the work of members and chapters and leads the organization in planning, advocacy, and policy guidance.

Wild Ones is looking for a Webmaster / web developer who can build a new website, rich with information to inform members, volunteers and the public on native flora and fauna. The position is also responsible for ongoing website updates, social media, troubleshooting, online conferencing, and solving web and IT issues. The selected candidate will be a key member of the Wild Ones team, reporting to the Executive Director.

Responsibilities

- Redesign, upgrade and expand the Wild Ones website so that it is functional and easy-to-use
- Work with Wild Ones staff, members, and collaborative educational organizations to identify information to include on the website; structure the site for intuitive searching
- Add chapter websites as needed
- Test website across browsers, operating systems and devices
- Maintain, configure and troubleshoot servers
- Ensure site security by setting up firewalls and login pages
- Optimize loading speeds and capacity
- Debug pages and fix broken links or images
- Monitor and analyze site performance
- Address user complaints
- Regularly update the website with topics of interest, time-sensitive communications, new programs/projects, success stories, etc.
- Ensure information provided will display in a responsive manner for phones, tablets, and desktops
- Troubleshoot performance issues, security breaches, broken links, invalid images, page faults, e-commerce issues, event and mapping issues, browser compatibility, database errors, and other technical issues
- Review SEO, Google Analytics, and other traffic-based measurements to ensure the best possible organization and presentation of Wild Ones information
- Select images and graphics that create interest and enhance stories
- Develop email communications, social media content, and press releases in collaboration with other staff and volunteers.

Qualifications

**Essential**
In-depth knowledge of HTML/CSS
Creative problem solver, able to diagnosis and fix website problems as well as network/ web Experience in technologically current programming languages, preferably PHP Experience with WordPress, or other content management systems (CMS) Experience with relational database systems, preferably MySQL, Maria DB, or other SQL-based systems
Experience with operating systems, preferably Linux
Strong understanding of Microsoft Office products
Knowledge of video editing and compression technologies
Solid understanding of:
  • How web applications work, whether dynamic or static, session management, and best practices
  • Security and privacy protocols, including strong passwords, two-factor authentication (2FA), the use of authentication software, personal data privacy and protection
  • Website performance tuning, including caching, compression, optimization, and the use of Content Distributed Networks (CDN)
  • Search Engine Optimization, including the use of SEO tools and related “seeding” of keywords
  • Google Analytics, or other web activity software
Ability to convey technical information in a way that is simple and understandable for all people
Excellent interpersonal communication and teamwork skills
Attention to detail
Excellent listening skills, especially over the phone

Preferred
Knowledge of environmental issues
Familiarity with native plants
Experience working for a non-profit organization
Proficient in Adobe Creative Suite

We don’t expect our ideal candidate to possess all of the above requirements. We are looking for someone with a positive attitude who is quick learner and willing to do whatever is needed to support Wild Ones technology and communications needs.

Salary: $38,000 per year; remote work possible
  • Flexible schedule
  • 10 days of vacation and 10 days of sick pay per year
  • Ability to purchase Aflac insurance products
  • Eligible for SIMPLE IRA Retirement plan after minimum employment requirements are met; up to 3% company match.

Location: Wild Center, 2285 Butte des Morts Beach Road, Neenah, WI 54956

To apply
  • Email cover letter and resume as a single pdf document to president@wildones.org. Please put “Webmaster/Communication Position” in the subject line. Use the following naming protocol for the document: Last name_first name-Webmaster.pdf
  • Applications will be reviewed as they are received and accepted until the position is filled. The position is open immediately, so apply early!