

Mendocino Land Trust

Outreach and Development Coordinator

Job Description

Permanent Part-Time Position - 0.6 FTE
Reports to: Executive Director

Compensation:
\$22/hr.

Benefits:
50% Contribution to medical, dental, and vision insurance.
Life insurance, paid vacation, holidays and retirement package

Location:
Currently, during the Covid-19 Pandemic, this position will be based in the employee's home in or near Fort Bragg, California. When safe, MLT will reopen its Fort Bragg office and staff will be based in the office.

The Mendocino Land Trust (MLT) is a community land conservation organization working to conserve open space and natural habitats across Mendocino County and beyond. We are seeking a highly motivated individual with a commitment to conservation who is interested in growing with the organization.

This is a part time, 24 hours per week position, that works closely with all staff. There is the potential for more hours irregularly, assisting with MLT administrative tasks. There is also the potential for this position to become full-time sometime next year.

The primary focus of the Outreach and Development Coordinator position is to assure that Mendocino County residents and visitors recognize the Land Trust and support its mission.

The position involves a wide variety of tasks, with a strong focus on developing and disseminating communications for the organization through various media, both electronic and print. It will also involve getting to know the Land Trust donors and tracking donor gifts and communications in our online donor database. In addition, the

individual will work closely with the Executive Director on organizational fundraising activities and outreach events.

We are seeking a highly energetic individual with a passion for customer service and excellent communication skills. Experience working for a conservation organization is not required, but an interest in learning more about how conservation can build community and connect people to land is highly desirable. Occasional outside activities such as hiking on MLT trails and visiting conservation lands may be required.

Experience working with a non-profit organization is helpful.

Position Responsibilities:

1. Outreach activities

- Assist with development and implementation of an annual communications and outreach calendar with the goal of securing new donors and further engaging existing donors.
- Compose newsletters and work with graphics specialist to design and prepare for digital e- circulation, or print and mailing.
- Develop strategy to build brand recognition through marketing and communications media and retail sale of branded goods.
- Compose and post engaging and effective social media content across various platforms.
- Write press releases and public service announcements; place Land Trust events in local community calendars. Connect and maintain relationships with media outlets and journalists to consistently place stories about the organization's news and other initiatives.
- Organize and promote activities to engage supporters and the public in activities including, field trips, hikes and educational events.
- Work with team members to maintain and update website content.

2. Development Activities

- Process donations by preparing donation checks for deposit, entering gifts into donor database and ensuring timely acknowledgement of gifts and personalization of acknowledgements as needed.
- Track and foster donor relations and giving levels, update donor records with preferences, and arrange meetings for the Executive Director with donors.
- Perform monthly reconciliations between donor database and bookkeeping system with Business Manager.

- With the Executive Director, prepare annual donor appeal letters and special appeals for planned giving and occasional specific fundraising campaigns.
- Generate mailing lists, perform mail merges and create mailing labels as needed.
- Perform donor research and donor database reports as needed.
- Maintain records of donor acknowledgements and donor restrictions in accordance with the MLT Records policy.
- Assist the Executive Director with a wide range of development activities including organizing and promoting annual and special fundraising events, the donor and volunteer appreciation Event, trail dedication events, etc.
- Help to create long range development goals.

3. Additional Organizational Support

- Maintain, organize and update the organization's communications files and photographic library.
- Oversee the development and marketing of partnerships through which Land Trust brand can be mutually shared with other businesses.

Qualifications and Requirements:

Candidates should have a passion for customer service, and for inspiring a shared vision. Experience working for a conservation organization is beneficial but not required.

Occasional outside activities such as hiking on MLT preserves and visiting conservation lands may be required.

The position will require occasional evening and weekend work, especially during the summer. A background in graphic design and ability to work on a variety of digital graphics platforms would be helpful but is not required. Technical assistance will be provided by outside professional resources as needed.

- Excellent organizational skills, accuracy and a thorough attention to detail.
- Demonstrated skills in creating, editing, and promoting written and visual content.
- Significant proficiency with Microsoft Office and Google Suite is required along with a willingness to learn new programs as needed.
- Experience working with various online social media and email marketing platforms.
- Demonstrated ability to be self-directed with a flair for dealing with diverse stakeholders with a pleasant demeanor.
- Ability to organize and set work priorities, multi-task and adjust work schedule when needed, to meet deadlines.

- Ability to handle confidential information with discretion.
- A passion for the mission of the Mendocino Land Trust.

Please submit a cover letter and resume to: admin@mendocinolandtrust.org by October 10, 2020.

No phone calls please.