



## Development Manager Job Description

**Availability:** Permanent, part-time position available immediately (20 hours a week). *Applicants seeking full-time employment are encouraged to apply for a similar half-time position with Golden State Land Conservancy.*

**Status:** Non-Exempt

**Reports to:** Executive Director

**Location:** Remote from anywhere in Mendocino or Sonoma Counties. May require monthly visits to the Land Trust office in Fort Bragg and occasional travel throughout Mendocino County.

**Benefits:** Medical, dental, and vision plans are offered (For half-time positions, employer pays 50% of the employee's premium and employee pays the remainder.) Life insurance, paid vacation, holidays and retirement benefits are also offered.

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 half-time, 20 hours per week position\* that reports to the Executive Director and works closely with all staff.

The primary focus of the Development Manager is to assist the Land Trust in reaching its fundraising goals. Currently the Executive Director is serving as MLT's Major Gifts Officer/Development Director with the assistance of the Outreach and Development Coordinator and Administrative Coordinator. With the hiring of the Development Manager the Executive Director and the Outreach and Development Coordinator will begin transferring some of their development tasks to the Development Manager. The Outreach and Development Coordinator would transition into an Outreach and Education Coordinator.

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 in partnership with the Outreach and Education Coordinator who leads the creation and dissemination of content on the website and social media.

The position will also involve getting to know the Land Trust donors and tracking donor gifts and communications in our online donor database. The Administrative Coordinator assists with data

entry into the donor database and the Outreach and Education Coordinator will also assist, being skilled in managing the database.

In addition, the Development Manager will work closely with the Executive Director on organizational fundraising activities, events, grant writing, and annual appeal campaign strategy.

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 a strong passion for and commitment to the organization's mission, goals, and priorities is required. Occasional weekends and evenings and outside activities such as hiking on MLT trails and visiting conservation lands will occasionally be required.

Candidates must be able to work independently and as part of a team in a variety of settings including outdoors, shared office space and remotely. Excellent writing and interpersonal skills are key. The position requires a driver's license and may require occasional travel as projects may spread throughout Northern California.

*\*The Golden State Land Conservancy (GSLC), a partner organization, is also seeking a candidate for a similar half-time position. A single applicant, willing to grow with GSLC and MLT, could apply for both positions which can easily be coordinated.*

### **Position Responsibilities:**

#### 1. Communications

- Assist with development and implementation of an annual communications plan with the goal of securing new donors and further engaging existing donors.
- In partnership with the Outreach and Education Coordinator and the Executive Director, write compelling text targeted to the continual cultivation of major donors and prospects.
- Develop strategy to build brand recognition through marketing and communications media.
- Work with team members to maintain and update website content.

#### 2. Development activities

- Assist with development and implementation of an annual fundraising plan.
- Track and foster donor relations and giving levels, update donor records with preferences.
- Perform monthly reconciliations between donor management software (currently Little Green Light) and bookkeeping system (QuickBooks) with the CFO. Significant database/CRM experience desired. The ideal candidate will have a high degree of technological competence.
- 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 using donor management software 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.
- Join with the Executive Director in cultivating MLT donors.

- Lead a wide range of development activities including organizing and promoting fundraising events, such as the Through the Trees annual fundraiser, donor and volunteer appreciation events, trail dedications, etc.
- Assist with grant writing and administration
- Help to create long range development goals.

### 3. Additional Organizational Support

- Oversee the development and marketing of partnerships through which Land Trust brand can be mutually shared with other businesses.

### **Qualifications and Requirements:**

The position will require occasional evening and weekend work, occasional travel throughout Mendocino County and two days working from MLT's Fort Bragg office each month.

- Excellent organizational skills, accuracy and a thorough attention to detail.
- Demonstrated skills in compelling writing, editing, and promoting written and visual content.
- High proficiency with Microsoft Word / Google Docs and Excel / Google Sheets is required with a willingness to learn new programs as needed. MLT staff currently use Google Workplace and utilize shared google drives.
- 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.

### **To Apply:**

Submit a cover letter and resume to: [conrad@mendocinolandtrust.org](mailto:conrad@mendocinolandtrust.org). If interested in additional work with the Golden State Land Conservancy, please cc [mdeprey@gslc.us](mailto:mdeprey@gslc.us).

In the body of your email, please include a paragraph or a few sentences answering these questions:

- 1) *Why do you consider land conservation to be important?*
- 2) *Why are you interested in this position specifically?*

If these questions are not addressed in the email, your application may not be reviewed and you may not receive a reply.

Mendocino Land Trust offers competitive salaries and benefits dependent on hours assigned. The salary for this position is from \$29-\$32/hr. contingent on experience and qualifications.

**No phone calls please. This position is open until filled. Priority given to applications received by August 15, 2022.**