



NORTHCOAST REGIONAL LAND TRUST

Application Packet for the position of: **Outreach & Development Director**

The Northcoast Regional Land Trust is seeking an organized, professional, and highly motivated Outreach & Development Director for a dynamic nonprofit organization focused on land conservation in northwestern California.

For more information, please visit: www.ncrlt.org

Availability: Position available November 1, 2023

Status: Full-time, 30-40 hours per week (negotiable)

Starting Pay Range: \$27-\$34 per hour, depending on experience, with opportunity to grow into a salaried position.

Benefits: 13 paid holidays, two weeks paid vacation per year; paid sick leave; up to 3% matching contribution for retirement plan; eligibility for benefits stipend or enrollment in organization's health insurance plan (100% of premium is paid by the organization).

Staff at NRLT enjoy a flexible schedule, excellent benefits, and an engaging work environment. Staff are supported by, and get the opportunity to work with, a dynamic community of volunteers, landowners, and other land trust partners. We recognize that diverse teams make the strongest teams and encourage people from all backgrounds to apply.

Position open until filled. First application review date: Friday, November 3, 2023.

About the Northcoast Regional Land Trust:

The Northcoast Regional Land Trust (NRLT) is an accredited land trust based in Arcata, California. Since its founding in 2000, NRLT has protected over 60,000 acres of forest, farms, oak woodlands, wetlands, and range – lands that sustain our human communities, support rural livelihoods, and safeguard important habitats. We also seek to connect more people with wild and working landscapes, support our region's producers, and inspire the next generation of land stewards.

With more land conservation projects in the works than ever before, and thriving education and outreach programs, we are looking forward to welcoming new team members to help carry this work forward and grow the organization.

Position Summary:

The Outreach & Development Director plays a key role in the organization's leadership, working closely with the Executive Director, board and committee members, other volunteers, and staff. The Outreach & Development Director is responsible for planning, coordinating, and strengthening the organization's outreach and fundraising activities, including but not limited to major donor solicitations, communications, direct mail campaigns, fundraising events, planned giving, and donor recruitment and retention. This position supervises staff, volunteers, and contractors in these areas. In coordination with the Executive Director, this position is also charged with developing and monitoring progress towards organizational goals, setting and

overseeing adherence to policy, and increasing operational effectiveness. The Outreach & Development Director reports to the Executive Director, supervises outreach and development staff, and works collaboratively with other NRLT team members.

Essential Job Functions:

1. Development/Fundraising

- Strengthen and manage all aspects of fund development with support from other staff and the Friend and Fundraising Committee.
- Oversee implementation of annual fundraising plan and 5-year Fund Development Plan.
- Lead fundraising campaigns including direct mail, major donors, Board giving, business campaign, Steward's Circle, and planned giving.
- Lead friend- and fund-raising events including the Freshwater Farms Reserve Summer Celebration and our Annual Celebration, *Boots & Birkenstocks*.
- Lead donor recognition and stewardship efforts.
- Oversee donation processing and maintenance of an accurate, up-to-date donor database.
- Identify grant opportunities and participate in grant writing efforts.
- Serve as staff lead for the Friend and Fundraising Committee; participate in Finance Committee and Board of Directors meetings as requested.
- Provide fund development orientation and training for staff, board members, and volunteers.

2. Outreach/Communications

- Oversee the organization's communications and outreach efforts with support from other staff and volunteers.
- Develop and oversee implementation of annual outreach plan; implement strategies to engage and connect more people to NRLT via electronic media, print media, and in-person outreach activities.
- Oversee website updates and maintenance, keeping content fresh and engaging.
- Oversee timely production and distribution of bi-annual newsletter, brochures, and other external communications.
- Oversee electronic communications with supporters via email and social media.
- In coordination with staff, create and distribute press releases and work with local media to draw attention to the organization's work.

3. Other duties as needed or assigned

Organizational Responsibilities:

- Professionally represent NRLT in a variety of settings and situations.
- Develop and maintain positive, effective working relationships with fellow staff, donors, Board members, contractors, and other community partners.
- Establish and maintain effective administrative procedures related to outreach and fundraising including adherence to adopted policies, standards and practices.
- Attend and participate in relevant staff, Board and/or committee meetings.
- Participate in staff development activities and trainings.
- Manage organizational, personnel, and donor information with appropriate sensitivity, discretion, and confidentiality.

Qualifications:

The Outreach & Development Director will possess the combination of education, experience, skills, and abilities necessary to carry out the duties of this position. An ideal candidate will also have:

- A genuine interest and enthusiasm for conservation of wild and working lands.

- Ability to work with sensitivity and without discrimination towards peoples of diverse perspectives, cultures, races/ethnicity, socio-economic positions, ages, religions, genders, physical/mental challenges/disabilities, and sexual orientations.
- A genuine interest and ability to build and strengthen relationships with Land Trust partners and supporters.
- Ability to get to know, and document, key details about individuals, businesses, and other community partners.
- Minimum 3 years of experience in fund development, marketing and/or communications.
- Minimum 2 years of experience in a supervisory or management role.
- Excellent organizational and problem-solving skills.
- Strong attention to detail with ability to see the big picture.
- Professional written and verbal communication skills with the ability to reach a diverse range of audiences.
- Demonstrated skills in storytelling and marketing across a variety of mediums; experience with layout and design of website and print materials a plus.
- Ability to take initiative and share decision-making with co-workers.
- Demonstrated ability to prioritize tasks, manage time efficiently, and meet deadlines.
- Ability to perform duties with a high degree of self-direction and minimal supervision.
- Ability to maintain a professional, collaborative, and confidential work environment.
- Proficient computer skills including database management, word processing, spreadsheet creation and maintenance, and use of the internet for research and communication.
- Familiarity with Windows OS, Microsoft Office (particularly Excel and Word) and Adobe Acrobat Pro.
- Experience with grant writing and grant management a plus.

Physical Requirements and Travel:

- Able to remain in a stationary position for extended periods; to read a computer screen; and manual dexterity to operate a keyboard.
- Able to occasionally move or transport objects weighing up to 30 pounds.
- A valid California Driver's License and current auto insurance.

Supervision of Others:

- Responsible for overseeing volunteers and supervising staff (currently, the Outreach & Education Manager and Community Engagement Manager).

Location:

- At NRLT's office in Arcata, California

How to Apply for the Position:

Position open until filled. First review date of applications: Friday, November 3, 2023.

Applicants must submit the following via email, ideally as a combined PDF, to d.ehresman@ncrlt.org:

1. Application cover sheet (see attached)
2. Cover letter
3. Resume
4. List of at least three professional references
5. OPTIONAL: Additional supporting documents (not to exceed two pages)



NORTHCOAST REGIONAL LAND TRUST

APPLICATION COVER SHEET

Position: Outreach & Development Director				
Name (Last)	(First)	(Middle Initial)	Primary Telephone ()	
Address (Mailing Address)	(City)	(State)	(Zip)	Other Telephone ()
E-Mail Address				
Are you legally entitled to work in the U.S.? <input type="checkbox"/> Yes <input type="checkbox"/> No				
I understand that this position may require driving and I am able to furnish a valid driver's license and proof of auto insurance: <input type="checkbox"/> Yes <input type="checkbox"/> No				
Work Start Date (<i>When will you be available to start work?</i>):				
How did you hear about this position?				

I hereby certify that all entries on this job application and any attachments are true and complete. I also agree and understand that any falsification this information may result in my forfeiture of employment. I understand that all information on this job application is subject to verification and I agree that you may contact references and educational institutions listed on this application.

Signature of Applicant _____ Date _____