

# Mendocino Land Trust Outreach and Development Manager

## Job Description

**Permanent part-time position 0.8 FTE**

**Reports to: Executive Director**

**Benefits:** Medical, dental, vision and life insurance, retirement package, and prorated vacation and holidays.

**Location:** Office in Fort Bragg, California, 95437

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, 32 hours per week position that reports to the Executive Director and works closely with all staff.

The primary focus of the Outreach and Development Manager position is to assist the Land Trust in reaching its Strategic Plan Goal Number 4: To assure that Mendocino County residents and visitors recognize the Land Trust and support what it does.

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 fundraising activities and outreach events.

We are seeking a highly energetic individual with 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

- Work with other staff members to maintain and update website content.
- 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 organization's news and initiatives.
- Organize and promote activities to engage donors and members of the public in activities including field trips, hikes and educational events.

## 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 such as the Through the Trees annual fundraiser, 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. The position will require occasional evening and weekend work. Occasional outside activities such as hiking on MLT preserves and visiting conservation lands may also be required.

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 thorough attention to detail.
- Demonstrated skills in creating, editing, and promoting written and visual content including website content.
- High proficiency with Microsoft Word and Excel is required 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, and a flair for working with diverse stakeholders.
- 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](mailto:admin@mendocinolandtrust.org).

No phone calls please. This position is open until filled but early applications are encouraged.