



Sheridan  
Community  
LAND TRUST

## Director of Marketing and Development

Sheridan Community Land Trust (SCLT) works to preserve our heritage of open spaces, healthy rivers and creeks, working ranches, wildlife habitat, and vibrant history, while expanding non-motorized recreation opportunities to connect people with the places they love. Since our founding in 2006, the Sheridan Community Land Trust has partnered with local families to conserve nearly 3,000 acres and has helped create nearly 10 miles of trails in Sheridan County. We have approximately 300 members. For more information about SCLT and its programs, visit [www.sheridanclt.org](http://www.sheridanclt.org).

SCLT's Director of Marketing and Development (DMD) is a key team member involved with marketing SCLT to the community, volunteers, and membership; planning, coordinating, executing fundraising and events; and maintaining the overall brand quality of SCLT. In addition, the DMD will have additional duties as needed. The DMD reports to the Executive Director. This is a full-time position with salary dependent on experience.

### **Major duties will include:**

#### *Fundraising for Annual Operations*

The Director of Marketing and Development (DMD) works with the SCLT Board, and the Executive Director to support a culture of fundraising and brand building. S/he helps to strategize all donor engagement efforts, including new members, sustaining members, major donors, and business supporters. S/he leverages key relationships and contacts within the community and region to grow SCLT's individual donor base to support project capacity guided by SCLT's mission. S/he leads fundraising for major events including Trails Festival and the Annual Open House. S/he leads fundraising campaigns, including the Annual Appeal and the Mid-Year Appeal. S/he works with the Executive Director to develop project-specific fundraising strategies and events and organizes short and long-term donor campaigns helping to generate ongoing support from individuals, businesses, and foundations.

#### *Major Gift/Donor Support*

The DMD creates, updates, and produces major donor, board and project-specific fundraising materials to retain or upgrade gift amounts and consistency. Cultivates and nurtures major individual and business donors through consistent personal and organizational communication, specialized correspondence and thank-you notes, and face-to-face visits. S/he plans SCLT's major donor cultivation and nurturing through the development and maintenance of a major donor calendar and strategy. S/he develops, leads, and encourages Board of Director's fundraising strategy, capacity, and enthusiasm.

#### *Outreach and Marketing*

The DMD works with the Executive Director to develop and implement a comprehensive marketing and public relations strategy. S/he creates and produces communications such as the annual report, digital

presentations, quarterly newsletters, monthly e-newsletters, radio PSA's and donor communications. S/he manages SCLT's website and Facebook along with the SCLT's Operations Manager.

#### *Managing Fundraising Records*

The DMD uses the SCLT's donor database and income log of donors and grant sources to direct daily fundraising strategies through the careful study and understanding of SCLT prospects and their history. In conjunction with the Fundraising Committee and the Executive Direction, the DMD updates the donor database with information gained during interactions with donors and supporters. S/he is responsible for campaigns aimed to retain and increase SCLT's membership base through ensuring that supporters are receiving consistent contact and meaningful interaction.

#### *Financial Reporting*

The DMD regularly checks the accuracy of the income log versus deposits and notifies the Executive Director of any irregularities. S/he ensures that deposited gifts are categorized in the donor database to the correct accounts including restricted / unrestricted. S/he works with Bookkeeper to categorize gifts in QuickBooks. S/he makes certain income log is up-to-date via scanned checks and the donor database.

#### *Administering a Planned Giving Program*

The DMD works with the Executive Director and Fundraising Committee to develop, market, and execute SCLT's planned-giving program. S/he tracks progress of Legacy and Bequest gifts. S/he fulfills requests, produce outreach/reference materials and encourages partial/early disbursement where appropriate.

#### *Education and Training*

The DMD maintains a thorough understanding of SCLT's mission, vision, and strategic plan with comprehensive knowledge and ability to explain the tools SCLT uses to accomplish its mission to engage potential financial supporters. S/he dedicates on-going attention and time to personal professional development and education through Land Trust Alliance and other similar organization networks.

#### *Staff Assistance*

The DMD helps manage the Operations Manager. S/he provides backup to Operations Manager by having a working understanding of their tasks.

#### *Administration*

The DMD helps all staff in greeting visitors, answering the phone, and keeping the office organized and clean.

#### **Minimum Qualifications:**

- B.S. and/or B.A. degree related to the mission of SCLT.
- 2 years of direct fundraising/development, event planning, and/or community outreach for business or non-profit entities.
- Strong verbal and written communication skills with a demonstrated ability to write clearly and persuasively.
- Knowledge and experience with a variety of software programs including Adobe Suite for newsletters, posters, reports, events and similar design work.

**Preferred Qualities:**

- Self-initiator and detail-oriented leader.
- Ability to connect with a variety of personalities in a variety of social settings.
- Proven, goal-oriented track record.
- Ability to thrive in a flexible, team-oriented environment with minimal supervision.
- Ability to think strategically and thoroughly regarding fundraising and mission capacity.

**Salary/Benefits:**

This is a full-time, exempt, benefited position. The position will work on average 40 hours/week with occasional nights and weekends. The position includes eleven (11) holidays each calendar year, and a phone stipend of \$45.00 / month. Salary is \$40,000 – \$45,000 / year commensurate with experience.

**To Apply:**

Email a letter of interest, resume, and contact information for three references to [director@sheridanclt.org](mailto:director@sheridanclt.org). Please use subject line: "Director of Marketing and Development Application". Applications are only accepted electronically. No calls please. Screening of applications begins July 23, 2018 and the position is open until filled. SCLT is an equal opportunity employer.