



TAR RIVER LAND CONSERVANCY

JOB ANNOUNCEMENT

Position Title: Development & Outreach Director
Starting Salary: \$45,000 to \$52,000
Job Classification: Full-time, permanent and exempt
Location: 121 N. Main Street, Louisburg, NC 27549
Date Posted: April 8, 2022

About Tar River Land Conservancy

Tar River Land Conservancy (TRLC) is a nationally accredited land trust headquartered in Louisburg, North Carolina. TRLC's mission is to protect natural resources by working in partnership with private landowners, governmental partners, and supporters to acquire conservation easements and properties in fee simple. Since 2000, TRLC has protected over 22,600 acres of land across an eight-county region of North Carolina between the Raleigh-Durham suburbs and the Virginia state line. TRLC is actively working to acquire many more conservation easements and properties to protect water quality and stream buffers, working farms and forest, wildlife habitat and natural areas, and recreational open space. To learn more, please visit www.tarriver.org.

Position Summary

The Development & Outreach Director is TRLC's lead in planning and implementing fundraising and marketing activities and actions to engage with donors, volunteers, and other constituents. The Development & Outreach Director is supervised by Executive Director but also works closely with the Associate Director/General Counsel, Land Stewardship Director, and members of the TRLC Board of Directors and its committees to complete core duties and projects. The Development & Outreach Director oversees annual fundraising through individual gifts (including major gifts), corporate donations and sponsorships, and special events and appeals. The Development & Outreach Director maintains TRLC's donor database and records and ensures that donors receive timely acknowledgements. The Development & Outreach Director oversees TRLC's engagement with its supporters and the general public through phone calls, meetings, emails, social media posts, TRLC's website, press releases, newsletters and other publications, public speaking engagements, TRLC-hosted events, and community festivals. The Development & Outreach Director is based at TRLC's office in Louisburg, but will travel across TRLC's eight-county region throughout the year for meetings and events and to visit conservation properties with TRLC's constituents.

Primary Duties

- Oversee annual giving appeals to TRLC donors through mailings, emails, social media posts, and phone calls.
- Design and implement campaigns to solicit new and lapsed donors.

- Maintain and archive records and files to track individual donors, volunteers, and event participants in accordance with TRLC records policies and land trust accreditation standards.
- Prepare and oversee mailing of acknowledgements to donors.
- Maintain ongoing engagement with existing major donors. Identify, research, recruit, and cultivate new major donors.
- Organize and host TRLC events, fundraisers, presentations, and outings for donors, volunteers, project partners, government officials, business leaders, and the community at-large. Solicit sponsorships for events as appropriate. Oversee creation of annual events calendar.
- Research, solicit, and cultivate corporate donors and private foundations.
- Design and implement strategies to engage and cultivate planned giving prospects and to recognize planned giving pledges and planned gifts made to TRLC.
- Recruit and manage volunteers to support TRLC events, programs, and operations. Oversee actions to thank, acknowledge, and reward the service of volunteers.
- Coordinate with the Associate Director and Board Treasurer to process and track all funds received by TRLC in accordance with TRLC accounting procedures.
- Prepare fundraising, event, and donor reports for the Executive Director and TRLC Board of Directors and its committees.
- Provide annual budget estimates for projected revenue and expenses for fundraising, events, and outreach activities.
- Serve as liaison to the TRLC Board of Directors and its committees for activities related to fundraising, donor relations, outreach to constituents, volunteers, and events.

Other Duties

- Work with Executive Director to prepare and distribute print materials such as TRLC newsletters, fact sheets, and brochures.
- Work with Executive Director to prepare and distribute press releases to media outlets and to engage with journalists and freelance writers to generate articles about TRLC in third party publications, websites, and social media accounts.
- Oversee updates to TRLC's website.
- Monitor TRLC social media accounts. Facilitate postings to social media accounts with Executive Director and Associate Director.
- Work with TRLC's photographer to capture pictures and videos of TRLC's conservation properties, events, and projects.
- Prepare grant applications for TRLC outreach events and projects.
- Speak at public events to promote awareness of TRLC and its activities.
- Serve as TRLC's liaison to Earth Share of North Carolina, ensuring that TRLC meets its annual requirements to participate.

Required Qualifications, Skills, and Expectations

- Commitment to the mission of the TRLC to protect private lands and significant natural resources using conservation easements, fee simple acquisitions, and other tools.

- Three or more years of professional experience working in the development, fundraising, and/or communication fields in the nonprofit sector.
- Experience maintaining donor and volunteer records for a nonprofit organization.
- Exceptional writing, planning, and record keeping skills.
- Ability to function productively both independently and as a member of a project team.
- Ability to work efficiently to meet deadlines.
- Strong people skills with an ability to establish rapport and trust with individuals from a wide range of backgrounds, ages, and life experiences.
- Ability to work outdoors, in a variety of weather and site conditions, hiking and leading tours of TRLC's conservation properties.
- Experience and confidence speaking to small and large groups in public settings.
- Enthusiasm and aptitude for learning on the job.
- Flexibility to work occasional evening and weekend hours for meetings, presentations, and events.
- Possess a valid driver's license with a safe driving record.

Desired Qualifications, Skills, and Expectations

- Proficiency using MS Word, Outlook, Excel, PowerPoint, and Publisher.
- Experience managing social media accounts for a business or nonprofit organization.
- Experience organizing nonprofit events, including fundraisers.
- Experience creating web content and maintaining a website for a business or nonprofit organization.
- Knowledge of or experience working in the eight-county geographic region served by TRLC.
- Experience organizing and supervising volunteers.
- Experience overcoming adversity to complete projects.

Compensation and Benefits

This position is full-time with starting salary of \$45,000 to \$52,000, commensurate with experience. Benefits include health, life, and disability insurance, SIMPLE IRA retirement plan with employer matching contributions, and paid vacation and medical leave.

To Apply

This position is open until filled. Send a cover letter, resume, and list of three references by email to Amy Edge, Associate Director/General Counsel, at aedge@tarriver.org. Please include "TRLC Development & Communication Director" in the subject line. Transcripts may be requested for recent college graduates.

Tar River Land Conservancy is an equal opportunity employer. All qualified candidates are encouraged to apply for this position.