

WILLISTOWN CONSERVATION TRUST

JOB DESCRIPTION

TITLE: Director of Development and Community Outreach
SUPERVISOR: Executive Director
SUPERVISES: Development and Community Outreach Staff
DATE PREPARED: July 8, 2009

SUMMARY OF POSITION

The Willistown Conservation Trust is seeking a senior level candidate for the position of Director of Development and Community Outreach (DDCO) to assist the Trust in meeting the ambitious fundraising goals necessary to further its mission as a vibrant community based land trust. With more than 6,000 acres already preserved, the Trust program area is an oasis of green in an area experiencing rapid growth. Past conservation successes present a heightened sense of urgency to protect the remaining critical lands in the program area, but also provide special opportunities to promote the stewardship of this rich reservoir of open space for the benefit of wildlife and people. The DDCO will provide a key leadership role in enabling the Trust to meet these challenges.

RESPONSIBILITIES

The DDCO has responsibility for planning, implementing and coordinating the Trust's comprehensive development programs to include: annual giving; capital campaigns; foundation, corporate, and public grants; individual gifts, endowments, bequests and planned giving. Additionally, the DDCO supervises development and community outreach staff and is responsible for all communications, public relations, and special events designed to enhance fundraising capacity and to promote a broader awareness of Trust programs in the areas of Land Protection, Land and Easement Stewardship and the Community Farm Program.

Development

In conjunction with the Executive Director and appropriate board and staff members the DDCO will:

- Plan and implement all fundraising and marketing strategies and development systems for the Trust to include Annual Giving, Capital Fundraising, Foundation and Public Grants and Planned Giving.
- Assess feasibility, design and implement a Capital Campaign in the likely range of \$3 million to \$5 million to meet the Trust's near term (2009-2012) priority needs including: 1) completion of the Rushton Woods Preserve Addition acquisition; 2) endowment and infrastructure for the Rushton Woods Preserve and Rushton Farm; and 3) increased endowment for salaries and operational support.
- Provide leadership for fundraising and strategic planning activities of the Board of Trustees and relevant committees.
- Track and carry out board approved Long Range Plans and yearly Operational Plans as they relate to Development and Community Outreach.
- Identify key Trust programs eligible for funding through private, corporate, foundation or public funding entities. Oversee grant submissions and file reports required by grantmakers.

- Establish a comprehensive Planned Giving Program to include such vehicles as gifts by bequest, charitable trusts, gift annuities and insurance policies.

Community Outreach

With a goal of assuring a consistent and vibrant public image and to raise awareness and enhance support for Trust programs, the DDCO will provide oversight of all external communications to include:

- Events and programs;
- Publications;
- Volunteer management; and.
- Marketing and media relations

QUALIFICATIONS:

Professional - The ideal candidate will have demonstrated success in the following areas:

- Cultivating, asking and recognizing individual, foundation and corporate donors for major gifts.
- Planning and implementing a substantial Capital Campaign.
- Planning, managing and meeting Annual Giving goals.
- Establishing a Planned Giving program.
- Developing and managing fundraising and cultivation events.
- Managing and maintaining fundraising databases.
- Preparation of marketing and advertising materials, grant applications, brochures, newsletters, websites, etc.
- Supervision of staff and volunteers.

Personal

- Strong commitment to the Willistown Conservation Trust mission.
- Ability to work with a wide range of people to broaden the Trust's circle of support.
- Excellent communication skills including strong writing and public speaking abilities.
- Ability to think creatively and strategically.
- Excellent organizational and record keeping skills, thoroughness and attention to detail.
- Sense of humor.
- Familiarity with the program area and Trust constituency is a plus.

Salary: This is a senior management position. Salary will be commensurate with experience.

Benefits: Excellent benefits package including health, retirement, paid holidays and vacation days.

Please send resume and cover letter to:

Jeanne B. Van Alen, Executive Director
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Visit our website at www.wctrust.org.