

# Job description

## **Position: MARKETING & DEVELOPMENT DIRECTOR**

Reports to: Executive Director

Status: Full time, 40 hrs/week

Salary: \$45,760

Benefits: paid vacation, 7 paid holidays, IRA with employer match, paid professional development

### **Position Summary**

The Marketing and Development Director is responsible for raising funds which support Pocono Heritage Land Trust's mission and ensure its long-term sustainability. Working with the Executive Director, Outreach Coordinator, and board of directors, the Marketing & Development Director will design and implement fundraising initiatives to support PHLT's continued growth. This position is a unique opportunity for a committed conservationist to join a team of dedicated staff and volunteers making a difference in Monroe County and the surrounding region.

### **Organization**

Pocono Heritage Land Trust (PHLT) is a land conservation organization based in East Stroudsburg, PA. PHLT is dedicated to protecting the natural heritage of the Pocono Mountains region by conserving land and inspiring people to care for, enjoy and explore their natural world. We are small but mighty, protecting almost 5,000 acres of the beautiful Pocono landscape in our 40-year history.

### **Job Responsibilities**

- Collaborate with the Executive Director and Organizational Development committee to create an annual fundraising strategy that meets specific financial targets, based on individual donors, grants, corporate sponsorships and fundraising events.
- Evaluate efforts and progress toward goals; develop monthly reports with suggestions for adjustment of fundraising strategies where necessary.
- Attend board meetings, committee meetings, and other meetings as needed. Produce and deliver reports to these groups on progress towards development objectives.
- Assist the Finance Committee with development of fiscal year revenue forecasts and long-term growth projections.
- Lead the organization in implementing the fundraising plan and ensuring goals are met.

- Establish and support giving societies.
- Expand the Land Trust's planned giving program.
- Research potential corporate and foundation donors.
- Publicly represent the organization in a positive manner.
- Analyze existing membership and donor base and identify new opportunities to expand membership and increase giving.
- Share the handling of tasks that arise in a small office environment. Perform other tasks and duties as assigned by the Executive Director.
- Serve as team lead in planning and execution of annual fundraising dinner.
- Plan and execute fundraising events, including logistics, marketing, and donor engagement
- Plan and execute fundraising events to broaden the general donor base and deepen relationships with existing donors.
- Work with the Outreach Coordinator and other staff/board members to develop engaging content for newsletters, annual reports and social media.
- Draft key fundraising correspondence and documents, including annual appeal, sponsorship requests, membership solicitations, etc.

### **Required Skills and Qualifications**

- Bachelor's degree from an accredited college or university.
- Exceptional writing and proofreading skills.
- Natural ability to communicate comfortably, clearly and authentically with a wide range of stakeholders including donors, volunteers and staff. Public speaking experience helpful.
- Previous experience planning and executing events.
- Ability to manage multiple projects and timelines with a positive attitude, flexibility and attention to detail.
- Computer proficiency including MS Office, email and social media. Experience with websites or donor management software a plus.
- Strong analytical skills with the ability to analyze data, track metrics, and make data-driven decisions.
- Passion for the organization's mission of protecting the Poconos.
- Ability to work independently and as a team member in a small office work environment.
- Weekend and evening work required. Valid driver's license required.

### **Physical Requirements:**

- Moderate travel in and around Monroe County; occasional travel to surrounding counties.

· Ability to traverse on foot, off trail, over varied terrain.

PHLT is committed to enhancing diversity and inclusion in our organization and in land conservation. Multiple perspectives and experiences help strengthen our work as an organization and enhance our relevance throughout communities currently underrepresented in the land conservation sector. All qualified candidates are encouraged to apply. Please email a cover letter and resume to [info@phlt.org](mailto:info@phlt.org) or apply online via [indeed.com](https://www.indeed.com).

Job Type: Full-time

Salary: \$45,760.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Paid time off

Schedule:

- Evenings as needed
- Monday to Friday
- Weekends as needed

Ability to Relocate:

- East Stroudsburg, PA 18301: Relocate before starting work (Required)

Work Location: In person