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Development Manager Job Description (full-time)

Position:	<i>Development Manager</i>
Responsible to:	<i>Executive Director</i>
Starting Salary Range:	<i>\$52,000 - \$62,000</i> <i>Actual compensation offer to candidate may vary from posted hiring range based on geographic location, work experience, education, and/or skill level.</i>
Benefits:	<i>Health insurance stipend, SIMPLE IRA after 1 year</i>
Work Environment:	<i>Expected 50% of time in Granby office</i>
Travel:	<i>Travel across service area required. Employee will use personal vehicle (or carpool with other employees or board members).</i>
Job Summary:	<i>Assists the Executive Director with marketing and fundraising; oversees fundraising, development, and communications staff and activities, and leads general office activities when needed. All duties are performed in compliance with IRS regulations, the LTA's Standards and Practices, Board-approved policies, the organization's budget, and high-quality non-profit management principles and techniques.</i>

About Colorado Headwaters Land Trust:

Colorado Headwaters Land Trust (CHLT) is a local land trust serving Grand County, Colorado. CHLT was founded as Grand County Land Conservancy in 1995 and went by Middle Park Land Trust from 2000 to 2013, when its name changed to Colorado Headwaters Land Trust. As of 2021, CHLT has conserved over 9,185 acres on 65 conservation easements throughout Grand County. CHLT is a private, charitable non-profit organization and a state-certified, nationally accredited land trust. CHLT is based in Granby, CO, and is governed by a Board of Directors.

The mission of CHLT is to *conserve and steward the open lands and natural character of the headwaters of the Colorado River in partnership with the local community*. We envision an inclusive conservation community in Grand County dedicated to the protection of the land.

Job Description:

The position of *Development Manager* is a fulltime position focused on raising awareness of CHLT's work and will be responsible for all organizational communications, marketing, and branding along with supporting general fundraising and community events. The *DM* will manage all print and electronic communications, including CHLT's website, social media, email newsletters, brochures, and advertising. This position will also be responsible for coordinating general fundraising efforts and capital campaigns.

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In addition to working closely with all staff members, the *Development Manager* will report to the *Executive Director* and oversee the communications staff.

It is expected that the Development Manager raises for the organization at least the amount of their salary in year 1, and at least double in year 2 and beyond.

Personal Qualities:

To be successful in this position, applicants should be self-motivated, flexible, and creative. Applicants must be comfortable working independently at times, and closely with the Executive Director when needed.

Qualifications:

- a demonstrated passion for land conservation;
- proven grant-writing success;
- fundraising and development experience;
- marketing campaign experience;
- educational and outreach skills;
- interpersonal skills;
- proficient written and oral communication skills;
- creative problem-solving abilities;
- computer proficiency including experience with MS Office and other relevant software applications; and
- advertising and branding experience with Facebook, Instagram, Twitter, and other social media platforms.

The preferred candidate will also have . . .

- significant experience and education in the field of marketing and outreach;
- ability to work effectively with the various constituencies in Grand County (e.g. ranchers, resort owners, etc.); and
- supervisory skills that may be required for part-time employees, seasonal employees, volunteers, or contractors.

Duties:

The goal for the Development Manager is to raise an incremental amount over the prior year equal to at least the amount of their salary in Year 1, and at least double in Year 2 and beyond.

The Development Manager will . . .

1. Marketing and Fundraising
 - lead the organization's fundraising, both written and oral, including emails, brochures, advertisements, seasonal and annual appeals, press releases, and capital campaigns;

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- manage Grant Matrix, including finding, writing, and submitting grants;
 - manage donor database, including identifying and implementing effective prospective donor engagement and donor retention strategies;
 - develop and implement communications, marketing, and branding strategies;
 - develop and evaluate metrics for communication efficacy and improve organizational communications accordingly;
 - oversee communications staff with their duties;
2. Events
- assist ED with event planning, participation, coordination, and execution;
 - coordinate presentations, displays, seminars, events, and workshops;
3. Other
- work with bookkeeper, ED, and Finance Committee to develop and track budgets and forecasts;
 - knowledgeably and professionally represent the organization at public events;
 - keep files current and organized; and
 - provide general leadership in office and to other staff members as needed.

And other tasks as requested.