



## Position Description

<b>Title:</b> Fundraising and Communications Associate
<b>Department/s:</b> Development & Communications
<b>FLSA Classification:</b> Regular, Part-time (30 hours/week), Non-Exempt
<b>Reports to:</b> Executive Director
<b>Direct Reports:</b> None
<b>Position Description Updated:</b> 10/26/2022
<b>Position Summary</b>
<p>The Fundraising and Communications Associate (FCA) will assist in building and maintaining a fundraising and communications program for the Rensselaer Land Trust (RLT). The FCA is responsible for supporting the daily operations of the program; developing and maintaining the constituent database, conducting an annual direct mail fundraising campaign and acknowledging donors, assist with special fundraising campaigns as needed and requested, maintaining integrity of the data on the constituent relations database, conducting queries and producing reports, planning and execution of digital and traditional materials, activities and events for marketing and fundraising purposes.</p> <p>All employees are expected to exemplify and reinforce the RLT Mission, Vision and Values and support all board policies.</p>
<b>COLLABORATION</b>
The FCA works closely and collaboratively with the Executive Director, board members, volunteers, vendors and external stakeholders.
<b>Essential Functions</b>
<p><b>Database Maintenance Management (20%)</b></p> <ul style="list-style-type: none"> <li>• Manage, maintain and execute all activity on the CRM (Little Green Light) including creating new constituents, including donation, cultivation and stewardship information; developing queries, exports and reports, and conduction gift entry and processing gift acknowledgement in a timely fashion.</li> <li>• Ensure the integrity of the department’s data including verifying/updating incomplete or bad addresses, removing duplicates, etc.</li> <li>• Develop written Standard Operating Procedures (SOP’s) for the development database including constituents, gift entry, gift/pledge acknowledgement and communications. Maintain, improve and ensure compliance with SOP’s.</li> <li>• Develop online giving and event payment opportunities for online giving platforms, ensure secure, timely and accurate entry of credit card transactions, pledge/pledge payment, and event payment/registrations.</li> <li>• Manage all data queries for direct mail response, e-appeals, and events.</li> <li>• Consistently strive to maximize the use of LGL features, and connectivity to Mail Chimp. and provide gift and pledge data/batch reports to Treasurer in timely fashion for Quickbooks. Work closely with Treasurer to reconcile financials.</li> </ul> <p><b>Direct Mail Fundraising and Donor Response (35%)</b></p> <ul style="list-style-type: none"> <li>• Responsible for development coordination of the RLT direct mail fundraising and</li> </ul>

response program plan including:

- Identifying and drafting compelling stories of land conservation, water quality protection, donors, preserve patrons, and volunteer engagement.
- Ensure annual direct mail and response plan and calendar is strategically aligned with events and organization-wide communications.
- Working collaboratively with staff, board and volunteers to develop and share true stories of RLT projects and successes.
- Track progress and monitor results of direct mail program as compared to annual goals, and prior year performance, adapt as needed, and produce reports of results.
- Assist with special fundraising campaigns as needed and requested.

### **Marketing and Communications (25%)**

- Create and execute an annual marketing and communications plan and calendar designed to promote RLT through digital, social, and traditional medias.
- Prepare and deliver two (2) Activities letters per year and bi-monthly e-news to all constituents.
- Create and post social media content. Respond to inquiries and direct information shared by constituents to leadership and colleagues as appropriate.
- Maintain and update RLT webpage including drafting of content and posting of related images. Ensure accurate and timely content updates. Serve as liaison to web support contractor and/hosting firm.

### **Events (15%)**

- With support from the Executive Director, responsible for planning, managing, and the execution of all RLT events including annual meeting, income-producing benefit events, donor cultivation and stewardship events, which may be digital/on-line, in-person or a hybrid.
- Establishing and maintaining relationships with vendors and event venues.
- Create and produce all event-related materials (print and digital) with assistance of freelance graphic designers with oversight from the Executive Director.
- Lead and support volunteers in event roles and establish/develop relationships to further volunteer opportunities at events.
- Prepare yearly event calendar and logistical timelines for each event. Integrate event calendar with the marketing and fundraising calendar of activities including newsletters (digital and traditional), and solicitation mailings.
- Manage event-related platforms for registrations, payments. etc. and ensure functionality and integration with LGL.

### **Administration (5%)**

- Meet regularly with Executive Director to ensure fundraising and communications program is meeting its goals and supporting RLT's greatest needs. Communicate issues, challenges, and successes outside of regular meetings as appropriate.
- Assist and support corporate sponsorship campaigns and grant application processes.
- Utilize and develop program volunteers as appropriate.
- Maintain a cataloged digital library of conservation, stewardship, event images/photographs by taking photos and gathering from colleagues and volunteers.

<ul style="list-style-type: none"> <li>• Develop, implement and follow all departmental SOP's.</li> <li>• Create goal tracking and gift income analysis reports utilizing LGL for program purposes and to meet the needs of organization.</li> <li>• Provide support to LTA accreditation process as needed and requested. (Occurs once every 5-years.)</li> <li>• Support the positions and policies of RLT</li> </ul>
<b>Working Conditions</b>
<p>The Fundraising and Communications Associate works 30-hours per week. Light physical demands (i.e., listening and talking with colleagues, leadership, constituents, etc.; working on the computer and phone; driving to appointments and events, walking on preserves/trails, etc.), and lifting event-related materials. Occasional extended days, nights, and weekend work. This position is primarily home office-based with minimum once weekly visits to the RLT office for administrative purposes. Attending meetings with vendors and service providers, and event attendance to conduct publicity and marketing activities is required.</p>
<b>Position Specifications</b>
<ul style="list-style-type: none"> <li>• 2+ years of successful, nonprofit, development experience required; college degree preferred.</li> <li>• Comfort with technology for marketing and social media is essential;</li> <li>• Ability to solve problems, work independently and as a part of a team is vital;</li> <li>• Proficiency and accuracy in database work including data entry, queries, segmenting, reporting, etc. – experience working in Little Green Light or similar CRM software is highly desirable.</li> <li>• Proficiency and experience with digital tools such as Canva, Joomla/Wix, and MailChimp/Constant Contact needed</li> <li>• Excellent project management skills: ability to organize, determine priorities, and follow through promptly; ability to work independently and manage multiple projects and priorities to meet timelines and deadlines;</li> <li>• Exemplary oral and written communications and story-telling skills;</li> <li>• Prior experience planning and executing successful events;</li> <li>• Professional and engaging customer service on the phone, in electronic communications, and in person; ease in initiating contacts with other individuals and groups;</li> <li>• High level of discretion and ethical approach to all aspects of the work;</li> <li>• Passion for RLT's mission of water quality protection, land conservation and stewardship;</li> <li>• A commitment to excellent service to our many constituent groups.</li> </ul>
<b>Compensation</b>
<p>Salary is based on skills and experience. Paid time off; plus holidays.</p>

**NOTE:**

Rensselaer Land Trust is an Equal Opportunity Employer. We will not discriminate on the grounds of age, race, religion, national origin, sex, sexual orientation, marital status, disability or any class protected by law.

Rensselaer Land Trust is an At-Will employer. This is not a contract for employment. Rensselaer Land Trust reserves the right to change job descriptions and job schedules at any time without employee consent to

meet changing needs of the organization. By signing below, you are asserting that you are physically able to perform these duties with or without accommodations.

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Printed Name

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Signature

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Date

List any accommodations needed to assist you in successfully completing these duties.

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