



## Oconee River Land Trust

### **Development and Outreach Director Job Description** **Application Deadline: August 15<sup>th</sup>**

**Location:** Athens, GA

**Start:** September 2018

**Position:** 40 hours/week preferred, minimum 32 hours/week

**Contact:** Send resume, three references, writing sample, and cover letter to Steffney Thompson, Executive Director, at [steffney@oconeeriverlandtrust.org](mailto:steffney@oconeeriverlandtrust.org), with “Development and Outreach Director” in the subject line.

#### **About ORLT**

The Oconee River Land Trust (ORLT) is a non-profit organization that protects more than 30,000 acres of Georgia’s river corridors, forests, and farmland. The Land Trust works with private landowners to protect these natural features and collaborates with governmental entities to protect public land.

The Land Trust focuses on protecting land along rivers, streams, wetlands, and other bodies of water. The organization also works in partnership with other non-profits, community groups, and advocacy groups to promote land conservation in Georgia.

ORLT has 5 full time staff members, an active board of directors, and a dedicated membership.

#### **Position Summary**

The Development and Outreach Director is responsible for supporting the mission of ORLT by directing ORLT’s fundraising efforts, coordinating opportunities for the public to experience protected land, and by communicating land trust news to the ORLT community and to the public. This position works with the executive director, board of directors, members, corporations, and foundations to secure gifts and to build long-term relationships with the community in support of the mission, programs, and services of ORLT.

#### **Position Components**

- ❖ Fundraising
  - ❖ Membership: retention, recruitment, relations, tracking, correspondence
  - ❖ Corporate relations
  - ❖ Event planning and execution, including Annual Benefit Concert
  - ❖ Grant writing
  
- ❖ Outreach
  - ❖ Coordination of public events on land protected by ORLT
  - ❖ Creation of partnerships with conservation and governmental entities; management of existing partnerships
  - ❖ Representing the Land Trust at ORLT and community events
  - ❖ Leading hikes and other recreational activities on protected properties

- ❖ Communication
  - ❖ Newsletter: Content management, writing, editing, etc.
  - ❖ eNews: knowledge of Mailchimp a plus
  - ❖ Social Media: Facebook, Instagram, Etc.
  - ❖ Website, Email, and ORLT web server administration
  - ❖ Working with conservation staff to generate content

### **Knowledge, Skills, and Ability**

- ❖ Excellent written communication skills, including persuasive writing, human interest reporting, educational writing, press releases, social media content, etc.
- ❖ Superior spoken communication skills, including the ability to interact effectively and professionally with people from diverse backgrounds
- ❖ Public speaking
- ❖ Ability to work with a high degree of independence as well as to work effectively within a team environment
- ❖ Ability to lead and organize campaigns and events
- ❖ Fundraising skills necessary for building relationships, growing and stewarding a strong donor base, and funding ORLT's mission work
- ❖ Ability to spearhead and oversee new development programs
- ❖ Grant writing
- ❖ Strong organizational skills; ability to manage multiple ongoing projects; attention to detail
- ❖ Knowledge and appreciation of Georgia's habitats, landscapes, and natural history
- ❖ Computer and Microsoft Office proficient; InDesign or other design experience a plus

### **Education and Experience**

- ❖ Bachelor's degree or equivalent combination of education and experience
- ❖ Working experience in one or more of the following areas: development, donor relations, event planning, marketing/communications, environmental education, or related experience or equivalent
- ❖ Experience and/or interest in the natural world

### **Physical Demands**

Normal office duties as performed at a desk, sometimes requiring long periods of sitting. Visits to protected land and outdoor events require a general level of fitness including walking and hiking. Ability to physically-assist with loading/unloading equipment and materials associated with events.

### **Work Environment**

Normal office environment. Some travel required, mainly in Georgia. Occasional weekend and evening work. Approximately ten percent of work is performed outdoors, year-round, in rural and urban environments.