



INDIAN RIVER LAND TRUST JOB DESCRIPTION

Job Title: Director of Marketing and Philanthropy

Salaried Exempt

Reports to: Executive Director

Position Summary

The Director of Marketing & Philanthropy is responsible for building, implementing and sustaining a diverse and robust fundraising plan to meet the Indian River Land Trust's annual operating budget. This position is also responsible for developing and implementing strategies to support capital fundraising needs, planned giving, building financial reserves, and creating support at all levels with the Board, volunteers, key stakeholders and staff to achieve fundraising goals.

The Director of Marketing & Philanthropy is responsible for planning and implementing strategies and practices that identify, cultivate, solicit, and steward existing and prospective donors. The individual adheres to best practices and ensures that proper fundraising policies and procedures are implemented and followed accordingly.

The Director of Marketing & Philanthropy oversees the public relations of the organization and will represent the Land Trust to various external constituencies, including the press and civic organizations. The position develops and implements all aspects of membership, events, sponsorship outreach, major gift planning, campaign design, and marketing for the organization, including messaging, printed materials, and public communication.

Working closely with the Executive Director and Board of Directors in implementing these initiatives, the Director of Marketing & Philanthropy is responsible for leading and managing a development and fundraising team by promoting a positive and collaborative work environment that supports creativity, excellence and building long range financial sustainability for IRLT.

Principal Duties and Responsibilities

Major duties/responsibilities and estimated percentage of time spent on each:

- | <u>% time</u> | <u>Major Duties and Responsibilities</u> |
|---------------|---|
| 1. 30% | Major gift outreach and fundraising (including planning, implementation and follow-up for capital campaigns and planned giving) |
| 2. 25% | Annual support development and stewardship |
| 3. 25% | Event implementation, including achieving sponsorship goals for annual benefit |
| 4. 15% | Marketing and communications (print, digital and social media) |
| 5. 5% | Board and committee support (incl. Marketing and Fundraising Committee, Campaign Cabinet, and event committees) |

Knowledge, Skills, and Abilities

Minimum levels required to qualify for this position.

Requires 5 -7 years of hands-on knowledge and a track record in non-profit fund development and marketing. This includes experience and success in securing major gifts, annual funds, foundation grants, capital gifts, planned gifts and other diverse sources of funding. Candidate will demonstrate management and leadership skills; be self-starting and results-oriented; be committed to working as part of the Land Trust team; be creative and flexible; and exhibit an ability to manage time and multiple tasks effectively.

Candidate must have the ability to build relationships and connect with donors on a professional level and share the stories of the Land Trust in a compelling manner. Candidate should understand, support and advocate for the organization's mission and vision and possess strong interpersonal skills, particularly regarding the judgment, discretion, confidentiality, and understanding necessary for dealing effectively with a diverse body of donors, volunteers, and vendors.

Education and Certifications

Minimum levels required to qualify for this position.

Four-year BA or BS college degree in marketing, communications or related field of study.

Other Requirements

Knowledge and understanding of Raiser's Edge or other similar database program.

Valid Florida driver's license and an automobile.

This description is designed to indicate the general nature and level of work performed by employees in this position. It is not a comprehensive inventory of all duties, responsibilities and qualifications required by employees assigned to this job.

Review of applications will begin immediately and will continue until the position is filled. Please submit a resume and cover letter to Ken Grudens, Executive Director at kgrudens@irlt.org. Indian River Land Trust is an equal opportunity employer.