



**LEGACY**  
Land Conservancy

*Protecting and Preserving  
Southern Michigan*

## **JOB POSTING**

### **ASSOCIATE DIRECTOR OF DEVELOPMENT & COMMUNICATIONS**

Seeking applicants for the position of Associate Director of Development and Communications for a mature nonprofit land conservancy based in Washtenaw County, serving the greater Washtenaw and Jackson County areas. The ideal candidate has 5 or more years fundraising and marketing experience, bachelors degree or equivalent, brings a well-rounded approach to development work, has excellent writing skills, has experience working with outside contractors and volunteers, ability to manage multiple priorities, flexibility, enthusiasm for work and for the mission, and a sense of humor. Right candidate will partner with an experienced philanthropy-minded Executive Director and will cultivate new donors while deepening and managing current relationships with donors and stakeholders. Seeking detail oriented person to match energy and high-level vision of the Executive Director.

#### **Duties:**

- Develop and manage strategies designed to meet the organization's financial goals, over both short (one year) and mid (five year) term
- Oversee organization communications and marketing efforts, ensuring productions of quarterly newsletters, an annual report, website updates, email communication strategies, and other areas as appropriate
- Develop a social media plan and execute the plan including ROI on efforts which may include outside contracting this work
- Oversee annual giving functions including two annual appeals, developing target mailings to prospective donors, focusing on retention and movement of existing donors including recurring givers
- Identify new donors, engaging the executive director, board members, and others as appropriate
- Ability to navigate and use CRM databases, including input and report production
- Organize and manage project-specific fundraising campaigns, third-party events and a good understanding of peer-to-peer fundraising models
- Devise strategies for stewarding donors and building relationships with major foundations in partnership with the executive director
- Oversee grant processes (federal, state, foundation) and coordinate with internal subject-matter experts and external partners
- With executive director, engage board members and other key supporters in fundraising efforts and tasks
- Coordinate events, including volunteer and donor appreciation activities, community outreach opportunities, tabling, and educational activities
- Lead planned giving efforts with support from executive director
- Serve as staff liaison to development committee, involving committee members as appropriate
- Other tasks as may be assigned from time to time

**About Legacy Land Conservancy:** Founded in 1971 as Michigan's first local land trust, Legacy is a nonprofit conservation organization that protects land in southern Michigan. Legacy's mission is to secure for current and future generations a land base for nature, agriculture, fresh water, and recreation in Jackson and Washtenaw counties and beyond. Legacy has helped to protect more than 9,000 acres of land (including seven nature preserves open for all to enjoy) that enhance our community's quality of place by safeguarding water quality, conserving working farms, and protecting places to play. In a testament to 48 years of successful voluntary conservation, Legacy is accredited by the Land Trust Accreditation Commission for adhering to a set of standards designed to ensure the organization's work will endure forever. Legacy is based in Ann Arbor, Michigan. For more information, visit [www.legacylandconservancy.org](http://www.legacylandconservancy.org).

**To apply:** Respond with résumé, cover letter, and salary requirements to: Diana Kern, Executive Director, Legacy Land Conservancy, [dkern@legacylandconservancy.org](mailto:dkern@legacylandconservancy.org) (email subject line: Development Director) by March 20, 2019.

**More information:** [www.legacylandconservancy.org](http://www.legacylandconservancy.org)