



Western Reserve Land Conservancy

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JOB POSTING

ANNUAL FUND MANAGER

Western Reserve Land Conservancy is seeking candidates for the position of Annual Fund Manager. The position reports to the Senior Development Officer and will be located at our Conservation Center in Moreland Hills, Ohio.

This is a full-time position with a salary range of \$50,000 to \$60,000 annually, commensurate with experience, and the position is eligible for benefits.

BACKGROUND

Western Reserve Land Conservancy provides people with essential natural assets through land conservation and restoration. Headquartered in Moreland Hills, Ohio, we are a non-profit organization, the largest land conservancy in Ohio and nationally accredited by the Land Trust Alliance. Serving an area of 29 counties from the Pennsylvania line to the Sandusky Bay, the Land Conservancy has permanently conserved more acreage than Cleveland Metroparks and the Cuyahoga Valley National Park combined. We work with private and public landowners, farming families, neighborhood development corporations, corporations, county park systems, local residents and many more to help create communities nourished by vibrant natural lands, working farms and healthy cities. Thriving Communities, our urban revitalization program, is nationally recognized for thought leadership on removing blight; creating land banks statewide to find productive uses for vacant properties; and revitalizing communities through greening strategies. Our mission is funded through a combination of program revenue, government grants, and philanthropic gifts from individuals, foundations and corporations.

POSITION SUMMARY

Under the direction of the Chief Development Officer (“CDO”) and the Senior Development Officer (“SDO”), the Annual Fund Manager (“AFM”) will develop a comprehensive multi-channel program to secure gifts via direct mail, email, social media, website, phone and face-to-face interactions. The AFM identifies, engages, solicits, and stewards annual giving donors and prospects, with agreed upon targeted yearly goals and tracks results of solicitations, compiling data, and assisting with analysis to measure progress towards organizational goals. The AFM works with the CDO and SDO to plan and implement the annual fund program and special project campaigns. Working closely with the Development and Office Services Manager and Manager of Development Operations, the AFM determines how to attract and retain prospective donors by monitoring mailings, analyzing past donations and creating new strategies for donor retention.

KEY AREAS OF RESPONSIBILITY

- Develop comprehensive multi-channel program for solicitation, acquisition and stewardship of annual fund donors
- Ability to manage a portfolio of prospects, with an annual dollar goal as set by the CDO

- Coordinate all mailings, emails and campaigns with the Development and Office Services Manager, Manager of Development Operations and Communications Manager
- Copy writing for solicitation letters, acknowledgement letters, website, social media, marketing brochures, gift proposals and other communications as needed
- Gather and prepare information for reporting purposes to CDO and SDO
- As needed, create fundraising strategies and plans for specific land protection or urban revitalization initiatives and work closely with the CDO to execute those strategies
- Develop annual program budget with the CDO
- Provide staff support to events and outreach activities (some night and weekend work is required)
- Represent the Land Conservancy at appropriate functions
- Other duties as assigned by the CDO and SDO

EDUCATION, EXPERIENCE AND CAPABILITIES

- 5+ years of experience in development/fundraising
- Bachelor's degree from an accredited college is preferred
- Must be able to convey a strong passion for the Land Conservancy's mission and knowledge of its strategies and activities in order to build engagement and support
- Highly energetic professional with a track record of building strong relationships and securing gifts
- Exceptional interpersonal skills, an ability to work independently, to be collegial, flexible and creative, and to work in a fast-paced environment
- Strong writing and communications skills
- Must be willing to travel throughout the region
- Database experience, preferably Salesforce

APPLICATION PROCESS

Interested individuals should send a resume and cover letter to Bob Kissling, Vice President of Human Resources, at rkissling@wrlandconservancy.org.

Western Reserve Land Conservancy is an Equal Opportunity Employer and is committed to hiring staff members who represent the rich diversity of our community. At the Land Conservancy, all employees and applicants for employment are judged on their merits. The Land Conservancy is committed to providing an environment free of illegal discrimination of any kind, and does not base any employment decisions on race, color, national origin, sex, sexual orientation, gender identity or gender expression, religion, age, disability, military or veteran status, or any other protected category under federal and state laws.