



JOB ANNOUNCEMENT

POSITION TITLE: Associate Director, Annual Giving

REPORTS TO: Director of Development

STATUS: Full-Time Exempt

John Muir Land Trust (JMLT) protects and cares for open space, ranches, farms, parkland, and shoreline in the East Bay. In three decades, John Muir Land Trust has become one of the leading forces for conservation in Northern California. With more than 3,500 acres now protected, many of the most beautiful places in the East Bay are permanently preserved for recreation, wildlife habitat, protection of clean drinking water, and scenic views.

The Associate Director, Annual Giving will play a critical role in increasing donor support, attracting new donors, and stewarding their gifts through timely and pertinent updates. The primary responsibility is project management of all mass donor communications including, but not limited to, appeals, newsletters, eAppeals, eNews, postcards, and invitations. The position will also manage our annual fund including the Leadership Circle of donors who give \$1,000 or more annually. This is a unique opportunity to lead and be part of a dynamic professional team of marketers, digital design experts, graphic designers, and fundraisers.

JMLT's direct mail program combines traditional donor retention strategies alongside donor prospect modeling to increase support. We are looking for someone with prior direct mail experience in a non-profit setting who can provide informative campaign tracking and analysis, can flex to work with donor modeling techniques, and spearhead list renting to supplement our modeling efforts. The position requires someone with great attention to detail and the ability to effectively analyze, distill, and summarize relevant information for the team to make informed decisions.

The position will work remotely and as part of a hybrid office work schedule.

Responsibilities:

Appeals & Donor Communications

- With Director of Development establish revenue goals, develop mail activities, and coordinate direct mail and donor communications programming to grow JMLT's individual donor base
- Develop and manage an annual mail and email production schedule of all mass fundraising and communication efforts including, but not limited to, appeals, newsletters, eAppeals, eNews, postcards, and invitations with staff and consultants
- Lead team in moving direct mail and donor communications work forward including scheduling and running weekly project management meetings
- Produce creative briefs for graphic designer, seeking content, input, and overall objectives and strategy on copy, mail segment(s), and art from development and communications team
- Develop and manage direct mail campaign tracking and performance reporting to inform future campaigns; make recommendations for direct mail tests

- Make recommendations and purchase rented lists to acquire new donors; track performance
- Support budgeting process and manage direct mail and communications program to budget
- Develop and implement strategies to increase monthly and workplace giving
- Write acknowledgment letters for all campaigns and refresh content annually

Annual Fund

- Manage the Leadership Circle donor group (\$1k+) including writing annual renewal solicitation letters and creating upgrade strategies; sign and write personalized notes on welcome packets to Leadership Circle donors upon enrollment
- Manage the Friends of Muir donor group (\$999 and below) including writing annual renewal solicitations letters
- Thank donors personally who make gifts between \$500 and \$4,999 through calls, notes, email; track stewardship moves in Salesforce
- Work with team and event planners to produce two annual Leadership Circle events on JMLT's properties

Qualifications:

- A passion for conservation and/or environmental work; knowledge of land conservation or related areas helpful
- 5-7+ years working in a small to medium size organization, preferably in development
- Demonstrated success in managing direct mail programs; list renting, campaign tracking, and performance reporting
- Great attention to detail and communication skills as well as the ability to summarize key points for the team to make informed decisions
- Keen sense of judgment and discretion in working with donors and sensitive information
- Proactivity in all areas of work, especially project management and communication with colleagues
- Ability to work on deadline and manage multiple projects
- Ability to demonstrate creative workflow solutions that result in efficient outcomes
- Ability to partner effectively with individual staff members and work well in a team environment
- Ability to work independently, prioritize, and organize multiple projects
- Bachelor's degree
- Strong computer skills – MS Office, donor databases (knowledge of Salesforce preferred)
- Ability/willingness to be in open space and hike on trails while working
- Ability to work some evenings and weekends

JMLT's Equal Opportunity Employer Statement:

John Muir Land Trust is an equal opportunity employer and welcomes candidates of every race, color, creed, gender (including gender identity and gender expression), age, religion, national origin or ancestry, veteran status, military status, marital status, registered domestic partner status, medical condition, sex (including pregnancy, childbirth, breastfeeding or related medical conditions), genetic information, physical or mental disability, sexual orientation, and any other basis as upheld by federal, state or local law.

To apply, please send a one-page cover letter and your resume to Melanie Hogan, Director of Development at melanie@jmlt.org. No phone calls please.