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Position: Advancement Director
Reports to: Executive Director

Date: February 2022
FLSA: Exempt

The New York-New Jersey Trail Conference is looking for an inspiring leader with significant fundraising and communications experience to serve as its Advancement Director. The Advancement Director will lead and manage its fundraising, marketing, and communication efforts. This position reports directly to the Executive Director and is responsible for strategically promoting the Trail Conference's brand, cultivating relationships with key constituent groups, and soliciting gifts that support the organization's mission. With a budget of nearly \$3.5 million, the Advancement Director will be asked to continue our efforts to be a fiscally sustainable organization.

The Advancement Director oversees all external communications ensuring that the Trail Conference maintains a clear and consistent voice to its stakeholders. The Advancement Director will also manage and coordinate the technologies used to accomplish these goals. We are committed to building a culturally diverse organization whose employees are committed to ensuring that the joys of nature belong to everyone, regardless of race, ethnicity, gender, gender identity, age, disability, national origin, or religion.

Responsibilities:

- Manage a team of development, retail/data entry, and communications staff and contractors to promote a culture of philanthropy to plan and execute an effective, comprehensive fundraising program aligned with the organization's mission and strategic goals.
- Oversee annual giving program; work with the Advancement team to evaluate and improve annual fundraising activities to meet strategic goals for engagement and donations. Monitor progress and recommend adjustments as necessary.
- Direct campaigns and major gift solicitation activities.
- Identify, cultivate, and enhance funding relationships with individuals, government agencies, foundations, and corporate partners.
- Responsible for overseeing the grant and contract pipeline, including proposal and report preparation.
- Enhance and expand the planned giving program.
- Improve the donor recognition plan, including the technology, that outlines processes for gift acknowledgement and identifies opportunities to enhance existing donor relationships.
- Oversee and improve membership program, including member acquisition, retention, and benefits.
- In coordination with Executive Director, creates opportunities to increase the visibility of the Trail Conference through strategic partnerships, events, and special initiatives as schedule and budget permit.
- Develop, implement, and evaluate the annual communications plan across the organization's discreet audiences.
- Coordinate the internal and external communications activities, including community relations events and public relations announcements.
- Oversee the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters (print and digital), philanthropic appeals, annual report, brochures, and the Trail Conference's website and social media platforms.
- Help keep the Trail Conference visible among its constituency, policymakers, management partners, and peer institutions in the conservation sector.
- Manage the Trail Conference branding and style guides.
- Manage and oversee the team and technology used to accomplish the communications, marketing, and philanthropic goals of the organization.
- Draft, with support, the annual budget to execute the plan and goals of the Advancement Team.
- Provide financial oversight for the department, including budgeting, planning and expense tracking.

Desired Qualifications:

- At least 5 years of relevant fundraising and communication experience.
- Personal track record of success in reaching and exceeding fundraising goals.
- Proven ability to establish objectives, set performance standards, and organize and motivate a team to achieve goals.
- Ability to effectively interact with people from diverse cultural, socioeconomic, and ethnic backgrounds.
- Experience hiring, mentoring, and retaining staff and contractors.
- Demonstrated project management, organization, delegation, and prioritization skills.
- Experience motivating and collaborating successfully with volunteers.
- Strong communication skills, both oral and written.
- Knowledge of the best practices affiliated with fundraising and communications in a nonprofit.
- Direct experience supervising marketing and communications teams and managing messaging across channels.
- Experience collaborating with senior staff and board members in the cultivation and solicitation of major gifts.
- Strong analytical skills, specifically in fundraising programs.
- Influential written and oral skills appropriate with the various internal and external audiences.

Work Environment:

Based in Mahwah, New Jersey, this is a full-time position beginning immediately. It offers a full-time, competitive salary with health and retirement benefits and opportunities for learning.

While work performed at the Trail Conference's headquarters is preferred, remote and hybrid work arrangements may be used to allow staff members to fulfill some or all their duties from an off-site location. Enabling remote and hybrid work is a strategic business decision, in addition to being a benefit for staff members, and is consistent with the Trail Conference's culture, including:

- Creating a highly engaged, equitable, diverse, and inclusive workforce.
- Attracting and retaining staff members by providing a work environment that is supportive, productive, and flexible.
- Sustaining a highly collaborative culture.
- Fostering an environment for continued productivity, improvement, and excellence.
- Empowering decisions that prioritize both business needs and staff member preferences.
- Reducing our environmental impact and aligning with the organization's sustainability goals.

For these reasons, we encourage the use of remote and hybrid work arrangements and flexible scheduling when appropriate and when in alignment with the needs of the teams. Approval for such arrangements is granted at the discretion of the Trail Conference management and is subject to ongoing and periodic review. The determination of staff member eligibility for remote and hybrid work will be made in accordance with organization's Hybrid Work Policy and the needs of the organization.

The Trail Conference believes that the joys of nature belong to everyone, regardless of race, ethnicity, gender, gender identity, age, disability, national origin, or religion. We pledge to uphold equality in our hiring and employment practices and to create an environment where everyone, from any background, can do their best work.

Compensation

The salary range is between, \$79,000 and \$84,000 and commensurate with experience. The Trail Conference proudly provides a full range of benefits including employer subsidized health care, matching 403(b), complimentary membership, eighteen+ paid vacation days, nine paid sick days, and twelve paid holidays.

Application:

Please submit the following items via email attachments (start all attachment file names with your last name) to jobs@nynjtc.org, subject line: *Advancement Director: "Your Last Name"*. All application materials will be kept confidential.

1. A professional resume.
2. A cover letter addressing your interest and qualifications.
3. Contact information for three references.

This position is available until filled. Candidate interviews will begin immediately and continue until an offer is made. No calls, please. Check www.nynjtc.org/job-openings to determine if the position is filled.

Employment Opportunities

The New York-New Jersey Trail Conference provides equal opportunities to all employees and applicants for employment without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, genetic disposition, neurodiversity, disability, veteran status, or any other protected category under federal, state, and local law.

About Us

For more information about the New York-New Jersey Trail Conference, please visit <https://www.nynjtc.org/about-us>