



Walloon Lake Association and Conservancy
Director of Development and Communications (Full-Time)
Job Posting and Description Updated January 2021

The mission of the Walloon Lake Association and Conservancy (WLAC) is to conserve, care for and enhance the connection of people to Walloon Lake and its watershed, now and forever. The WLAC is an oddity in the conservation community in that it is a hybrid of a lake association and land trust. We view our uniqueness as a strength. We are a non-profit (501C3), membership-based organization. We have a board of 14 Trustees, teammates that include 5 full-timers and 1 part-timer with the addition of 1-2 interns every summer. Through 12 Committees we are able to tackle lake and land issues; from boater safety, government relations, aquatic invasive species control to land conservation, preserve stewardship and public education. Additionally, the WLAC is pursuing Land Trust Alliance Accreditation in 2021. The right person will see this extra-ordinary combination as a unique opportunity to protect the lake and land in one of the most beloved scenic areas in the country.

We: conserve and protect the “Gem of the North,” aka Walloon Lake and its watershed following best practices and standards. We are a small but mighty team that helps form lifelong connections between this amazing little piece of the world and the people who live, work and play in Walloon. Our board members and volunteers are the best humans on the planet. And our stakeholders like to bake us cookies.

You: love all things land and water. You are light-hearted and optimistic. You have the ability to communicate complex ideas in a few simple sentences and give yourself bonus points if you can do it with a touch of humor. (Yes, it’s so like you to have an arbitrary point system for your communications.) It’s easy for you to put your thoughts into written words and speech. This makes you an excellent conversationalist, presenter and overall storyteller using a variety of mediums. You are a good listener too and your favorite type of story to listen to is a life story.

Some perks...

- Pay is competitive and aligns with the latest Land Trust Alliance’s Salary Survey
- Health Reimbursement Arrangement (HRA Plan)
- 6% Annual Simple Employee Plan (SEP) Contribution
- Plenty of vacation and personal days
- Cell Phone/Internet Stipend
- Flexibility -- work from home arrangements combined with office hours
- Modern office space located in the heart of Walloon Lake Village (Oh! And we have some really great office chairs with up/down desk thingamabobs)
- Paid professional development
- Did we mention that we get to wake up every morning and protect the most beautiful lake in the world??

Application Instructions: Email your cover letter, resume, two (brief) writing samples and references to Josephine Roberts (our Executive Director) at josephine@walloon.org by 2.12.2021. **For your cover letter, please include a description of a few of the hardest problems you solved and exactly how you solved them.**

Position Summary: The Director of Development & Communications is a permanent full-time teammate whose primary responsibility is to coordinate all membership and fund development activities in concert with the Executive Director and the Membership and Fund Development Committees. This role also oversees organizational communications ensuring a consistent message with our print media, website, and social media platforms while serving as the staff lead for the Communications and Outreach Committee.

Fund Development General

- Follows an annual fundraising plan to meet revenue goals for the Walloon Lake Association and Conservancy.
- Plans and manages fund-raising campaigns and activities.
- Recruits and trains volunteer fund-raising leadership.
- Identifies and cultivates prospective donors by Conducting research to identify donor prospects and to obtain information concerning financial capacity, special interests, past history and relationship with WLAC.
- Develops and maintains strategic partnerships with volunteers, community and business leaders, members and donors.
- Develops strategies and techniques for continual expansion and cultivation of prospective donors through giving programs with an emphasis on the growth of donations.
- Oversees an annual Major Donor cultivation calendar for the Executive Director and Board of Trustees to ensure successful donor connections via timely phone calls, emails, letters/cards, and visits based on a mutually agreed-upon strategy for annual giving and recognition of gifts.
- Makes direct asks to donors or donor prospects, where appropriate.
- Stays on top of advancements and changes that are pertinent to raising money within the community, to the organization's mission and programs, and to the development profession.
- Leads a systematic program of annual giving (Point of Entry Events and the Guardian Fund Campaign).
- Works with development and event planning committees to ensure fundraising elements of all WLAC events are consistent and viable.
- Produce solicitation materials and train volunteer solicitors for fund-raising campaigns.

Grants

- Coordinates grant research by program staff and submits proposals for special funding from private and public funding entities.

- Oversees the foundation and grants program wherein relationships are well-maintained, and timely, accurate grant proposals and reports are written and prepared for program-specific and operational grants.

Planned Giving

- Establishes a comprehensive planned giving program to expand current endowment values and encourage estate giving.
- Develops and implements necessary commitment forms as well as planned giving donor-specific communications and special events.
- Appropriately reaches out and acknowledges the family of planned giving donors once a gift is realized.

Donor Management

- Maintains a system of donor information management, including both electronic and confidential hard copy filing systems.
- Provide guidance for staff responsible for the database system, data entry and gift processing.
- Works with the Director of Financial Operations to review monthly revenues and reconcile bookkeeping systems and donor database reports.

Communications

- Develops and helps to evolve the compelling case of support to catalyze interest and link donor aspirations to organizational needs.
- Distills complex information into a simple, clear message using examples, stories, and community information that are relevant and resonate with stakeholders at all levels.
- Writes clearly and concisely, using multiple platforms to reach diverse audiences and is an effective public speaker and presenter.
- Develops and implements a comprehensive annual communication plan to keep supporters and partners informed and engaged.
- Oversees and executes the development and implementation of social marketing, public and media relations, website content, communication/resource development materials and brand management.
- Oversees the production of materials designed for members, donors, foundations and the larger community.

- With the assistance of the Office Administrator and related staff, responsible for the production of all organizational publications including but not limited to; the annual Directory, seasonal Wallooner newsletters, Annual Report, Preserve Guide and brochures.
- Acts as the primary contact for publication vendors.
- Creates and maintains a comprehensive press list and media relationships.
- With the Executive Director, establishes and maintains partnerships with community organizations and businesses that support our mission.

Personal and Professional Qualifications

- Bachelor's degree in a related field
- 3-5 years in fund development, sales, marketing role
- Proficiency in Microsoft Suites and Google Suites is required
- Knowledge of Salesforce or donor database experience is a plus
- Bonus points for proficiency in Adobe Creative Suite, Canva, Mail Chimp, Survey Monkey
- Extra bonus points for art direction and/or brand development experience
- Comfortable working in Mac OS environment
- Collaborative management style with strong supervisory experience; demonstrated ability to organize, support, mobilize and motivate staff and volunteers
- Independent taskmaster, meeting deadlines with accuracy and completeness
- Exercises sound judgment, discretion and decision-making
- High stakes multi-tasker that can adjust to seasonal or event-related fluctuations in workload
- Excellent and captivating oral and written communications
- Demonstrated success in developing and executing strategic communications and marketing campaigns
- Long-term interest in non-profit sector work
- Commitment to the environment, sustainability and conservation
- Possesses exceptional human relations skills



WALLOON LAKE
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