



March 13, 2019

Membership Engagement Manager Job Posting

Job Title: Membership Engagement Manager

Salary: \$40,000 - \$50,000

FLSA Status: Permanent full-time, exempt

Reports To: Executive Director

Location: Lacey, WA

Application Deadline: Open until filled – applications will be reviewed beginning April 3rd, 2019.

Capitol Land Trust (CLT) is seeking a **Membership Engagement Manager** to lead and manage our member relations and fundraising program.

The Membership Engagement Manager will be responsible for refining the strategic direction and implementing expansion of our individual membership program. They will guide the organization towards increasing the number of members by 5% annually through recruitment and retention efforts.

The Membership Engagement Manager will also play a key role in increasing the amount of support CLT receives from individuals by fostering a culture of fundraising within the organization, leading to our shared goal of conserving essential natural areas and working lands. They will deepen member engagement by connecting our members to our conserved lands and programming, by creating opportunities for our members to connect with each other, by directing and supporting other staff and board in their member engagement, and by cultivating their own relationships with members.

About Capitol Land Trust:

Capitol Land Trust, established in 1987, conserves natural areas and working lands in south Puget Sound and the Chehalis River basin covering four Washington counties. Our 2016-2020 Strategic Plan sets forth ambitious goals for protecting marine shorelines, rivers and their connected forests, rare prairie habitats, and working farms, forests, and ranches. It also sets forth ambitious goals to more deeply engage the communities where we work with a specific strategy to increase community connection and support through hands-on engagement with Capitol Land Trust properties and activities.

DUTIES & RESPONSIBILITIES:

Member Engagement:

- Implement strategies to retain and grow our individual donor base; manage annual giving and major gifts program, and support planned giving and capital campaigns.
- Build a comprehensive donor-centered cultivation plan that supports the organization's strategic goals and integrates with our existing organization-wide communication plan.
- Provide collaborative leadership and recommendations to the Executive Director and Board on all matters relating to individual giving and communications.
- Act as main liaison for staff and fundraising volunteers and committee members.
- Train and support Staff and Board in fundraising and communications efforts.
- Develop strong, mutually beneficial relationships with individual members that result in our community being more engaged with, and enjoying the benefits of, our conserved lands.
- Communicate directly with members through letters, handwritten notes, emails, phone calls, and in person.
- Cultivate relationships with donors and make direct solicitations.
- Maintain membership database (Little Green Light) to track contact information, donation history, event participation, outbound communication history, and other pertinent information.
- Play a key role in and work with the Finance and Operations Coordinator to execute two large fundraising events annually.
- Plan and work with the Outreach and Education Coordinator to implement our Outdoor Exploration Series, an annual recreational event series designed to give the community access to our conserved lands.

Communications:

- Support organization-wide communications and coordinate various streams of communication related to individual membership program.
- Work with the other staff to target and engage diverse audiences.
- Create content for our monthly e-newsletter *The Heron*, website, Facebook page, and printed newsletter, in alignment with the organization's Communications Plan.
- Serve as a point of contact for a wide array of stakeholders including donors, project partners, volunteers, funders and others.

DESIRED QUALIFICATIONS:

- Two to five years relevant work experience – may include community building, fundraising, communications, environmental education, customer centered sales, project management, volunteer coordination, or administrative work.
- Excellent communication skills, including written, graphic, verbal and listening.
- Possess a high level of emotional intelligence, confidence, and competency when working with people to build trust.
- A strong desire to be a part of and support Capitol Land Trust's community to achieve our goals and mission.

- Nonprofit fundraising and communications experience, especially in relation to annual giving and major giving.
- Experience supporting and growing Board engagement in fundraising.
- Demonstrated ability to strategically promote an organization to increase its profile and fundraising capacity.
- Enthusiasm and talent for story-telling and engaging diverse audiences.
- Comfortable working with relationship databases and Excel in order to accurately record information and create reports to track progress towards goals.
- Demonstrated ability to be proactive, creative, strategic and entrepreneurial.
- Ability to work collaboratively and independently.
- Ability to work under pressure with ease and humor.
- Experience planning and prioritizing competing demands to meet tight deadlines.
- Experience planning and executing capital campaigns and events.
- Knowledge of the area and local communities.
- Commitment to the principles of diversity, equity and inclusion.
- Able to work evenings and weekends, as needed.
- Preferred experience with a variety of platforms including: WordPress, InDesign, Little Green Light, Mailchimp, and other graphics, word processing, presentation, and communications applications.

SALARY AND BENEFITS:

Capitol Land Trust offers a competitive salary, comprehensive benefits package and a supportive and positive work environment with opportunities for professional development. The Land Trust benefits package includes paid vacation, holidays, and sick leave. Capitol Land Trust pays 100% of health, vision and dental insurance for full-time employees and contributes to a retirement plan. We value work/life balance and can accommodate a flexible schedule. This is an equal opportunity, full-time, exempt, position located in Lacey, WA.

APPLICATION INSTRUCTIONS:

For consideration, please email your resume, list of potential references, cover letter with relevant experience and answers to the following questions as a single pdf to info@capitolandtrust.org. Include "Member Engagement Manager" in subject line.

Applications will be reviewed starting April 3rd, 2019. The position is open until filled.

Application Questions - *No more than 200 words per question:*

1. Why does conserving our land, our water, and our way of life in southwest Washington matter to you?
2. How will your past experience benefit Capitol Land Trust?
3. Why do donors give?
4. How would you go about achieving the CLT's target of 5% annual growth in its individual memberships?