DIRECTOR OF RESOURCE DEVELOPMENT

Position Description

General Summary:

The Director of Resource Development will provide leadership and vision for all philanthropic activities for the WV Land Trust. This new staff position is responsible for creating an overall fundraising strategy and for the development and oversight of systems and software related to fundraising. The Director will oversee and coordinate appropriate research, cultivation, engagement, and stewardship of major individual, corporate, agency, and foundation donors. S/he will also engage board and staff in fundraising, enhancing their capacity to support the financial goals and sustainability of the WV Land Trust. The position reports to the Executive Director.

This position requires an individual who is creative, strategic, collaborative, and highly motivated to make a difference in the community and natural landscapes of our state by mobilizing efforts to secure financial resources that will enable the Land Trust’s growth in support of West Virginia’s sustainable future. The successful candidate will become part of a team of highly motivated conservationists.

Duties and Responsibilities:

- Provide management level leadership and create an annual fundraising plan to generate a diverse revenue stream that includes major gifts, planned giving, corporate support, and grant sources. The plan will include expected asks, income projections, and events or activities to support those requests. Its successful execution will rely on support and implementation from both staff and board.
- Actively participate in strategic and annual planning to ensure effective integration of development goals and plans into the overall organization’s evolving needs and longer-term strategic plan.
- Provide information and leadership to appropriate staff and board members to enable timely and responsible decision-making and participation in development.
- Support the Executive Director in managing the Board of Directors’ fundraising efforts and donor stewardship including:
  - Attending and participating in board meetings and Development Committee meetings
  - Liaising with board members on specific development projects or activities and corresponding with board members as needed
  - Engaging and deepening the development work of the Board of Directors
- Develop and coordinate the implementation of diverse fundraising strategies, including individual fundraising, major gifts solicitation, business and corporate fundraising, donor events, targeted campaigns, planned giving, and grant seeking from both government agencies and private foundations.
- Manage a comprehensive donor database which tracks existing donors and identifies new donor prospects.
• Work closely with the Director of Communications to create strong development-focused messaging for the WV Land Trust including but not limited to advertising, events, and the annual appeal campaign.
• Train and oversee staff participation in development activities.
• Supervise two part-time personnel who will support the Director with gift acknowledgment, data entry, and grants management.
• Work closely with staff to implement fundraising and donor relation events.
• Other duties as assigned

Qualifications

• A passion for the mission of the West Virginia Land Trust.
• Bachelor’s degree and 8+ years of successful fundraising experience; or equivalent combination of education and experience.
• CRM software experience, Little Green Light a plus.
• Proven track record of setting and achieving ambitious goals in both individual fundraising and proposal development.
• Excellent oral and written communications skills: Articulate spokesperson, creative expression, and strong editing abilities.
• Attention to detail and ability to multi-task.
• Ability to work effectively, enthusiastically, and cooperatively with volunteers and staff to build successful team results.
• Ability to travel for work.
• Knowledge of West Virginia and its diverse geography, history, and socio-economic characteristics; professional experience in the state, or Appalachia, preferred.
• Excellent computer skills including use of Microsoft Office (Word, Excel, Powerpoint, Sharepoint, OneDrive).
• Bring a “no job too small” attitude to the staff and organization, and an enthusiasm for achieving ambitious goals.
• Appreciation for/comfort level in the out-of-doors a must; expertise/knowledge with outdoor recreational activities or natural sciences a plus.

Work place: Charleston or Morgantown, WV as a base, with regularly scheduled time spent in each location. A flexible-schedule approach allows for some remote work, though in-person synergies and collaboration with colleagues and Board members are essential for success.

A full benefits package (retirement, health coverage, liberal vacation and sick leave,) is included. Salary range begins at $65,000, is commensurate with experience.

About West Virginial Land Trust

The West Virginia Land Trust is a statewide nonprofit working to permanently protect land, primarily by acquiring properties via donations and purchases, but also via voluntary conservation easements with private landowners. It also works in partnership to support other organizations and agencies to acquire land through joint fundraising and small grants. About 50 properties (18,000+ acres) are in the Land Trust’s
current portfolio, including 20 preserves to develop and manage, and a “pipeline” of additional prospects assures continued expansion of WVLT’s protected lands.

In addition to its land protection and stewardship goals, the organization works to support a growing and vibrant conservation community through its engagement with other organizations, communities, government agencies, and educational institutions, mailings, and a strong social media presence. The organization has significantly expanded its community of supporters, and its public footprint, in recent years.

WVLT employs land conservation – for drinking water protection, recreational opportunities, cultural and historic preservation, climate change mitigation, and biodiversity, among others – as an essential tool for community and economic development. Project selection prioritizes these criteria, considering what they bring to the future of the state’s communities, economy, and sustainable natural resources. Development of WVLT-owned properties with infrastructure for parking, trails, and other forms of recreation is increasingly a priority.

WVLT’s staff of eight is hard-working, mission-driven, and collaborative. Personnel are dispersed in several locations, but the organization maintains office spaces in Morgantown and Charleston. The dedicated team brings expertise in source water protection, biodiversity, forestry, ecology, communications, and outreach. To date, WVLT has not had a staff member devoted full-time to fundraising, but the organization’s expanding portfolio, the state’s needs and opportunities for conservation, and increased requests for assistance require a focused fundraising function to support growth. WVLT’s 14-member Board of Directors is likewise geographically dispersed, and in recent years has made a transition from a working board to one more focused on governance as staff capacity has expanded.

WVLT’s commitment to diversity, equity, and inclusion is reflected in its open and welcoming access to its conserved lands and programs regardless of race, ethnicity, sexual orientation and gender identity, socio-economic status, age, physical abilities, and religious and political beliefs. It also seeks more diverse representation in the ranks of its staff, board, and volunteers.

**Advertising/Hiring Process**

Candidates for the Director of Resource Development should email a resume of their professional experience, accompanied by a cover letter that explains their interest in the position. The position will remain open until filled. Direct application materials to: hr@wvlandtrust.org.