

Director of Development & Communications

**About the Center for Land-Based Learning**

The mission of the Center for Land-Based Learning is to inspire, educate, and cultivate future generations of farmers, agricultural leaders and natural resource stewards. We achieve this mission through yearlong and multi-year experiential education programs for high school students, the SLEWS and FARMS Leadership Programs and a beginning farmer training and development program, the California Farm Academy. These model programs provide hands-on experiences through which participants develop leadership skills and create connections to environmental, agricultural, and food system careers. Our programs span 27 California counties and reach nearly 2,000 people each year.

**Job Summary**

The Center for Land-Based Learning is seeking a full-time Director of Development & Communications (Director) to head the ongoing fundraising, operational and programmatic needs and to oversee external communications and events. This position reports to the Executive Director and works closely with the Executive Director and the Board of Directors to identify and solicit unrestricted funds that support CLBL’s mission and ensure adequate program funds are generated. They are responsible for prospect identification, cultivation, solicitation and stewardship of CLBL’s donors. The Director fosters a culture of philanthropy within the organization, engaging board, staff and volunteers. The Director oversees associate staff that help implement the development and outreach functions of the position. In addition, they are part of CLBL’s management team, helping to drive the strategic direction of the organization and implement board directives.

The position will be based out of the Center for Land-Based Learning’s office near Winters, CA through early 2020, at which time the headquarters office will be relocated to Woodland, CA.

**Responsibilities**

Job duties include, but are not limited to:

**Fund Development (70%)**

* **Prospect Research**: maintain and add to CLBL’s database of donors by actively seeking and identifying potential individual, foundation, and corporate donors
* **Cultivation**: Build relationships with potential new donors, developing and implementing touch points and strategies for engagement with CLBL’s programs and activities
* **Solicitation**: actively manage a portfolio of major gift prospects ($1,000 and greater) and solicit major gifts from individuals, foundations, and corporations. Work closely with the Board of Directors to identify key opportunities and contacts as well as provide direction and assistance to individual Board members in the donor solicitation process.
* **Donor Stewardship**: foster and build relationships with current capital campaign and annual fund donors through targeted communication, special events, program updates and other activities, as needed
* **Grant Writing**: write and prepare grant proposals, particularly those that pertain to organizational capacity, and assist CLBL program directors with identification of potential grants, writing, preparation and reporting
* **Annual Fund**: manage and grow- in numbers, donors and funds raised- CLBL’s annual fund
* **Event Planning and Implementation**: design, plan and implement one major fundraising event per year. Secure financial sponsorships, ticket sales and employ other income generating ideas. Work with the Board of Directors and the Executive Director to identify additional strategic and timely fundraising and outreach opportunities for the organization as they arise
* **Board Engagement**: Work with the Executive Director to develop a robust culture of philanthropy within the board. Staff the Fund Development committee
* **Executive Director Support**: provide support to the ED in managing their portfolio of major gift solicitations
* **Budget:** develop and manage annual Development and Communications budget

**Communications and Outreach (20%)**

* Work with CLBL management team and members of the Board to set a strategic direction for the organization’s external communications
* Support the success of the external communications plan by hiring and supervising external contractors and/or internal staff to develop outreach and press materials
* Oversee and approve content creation and delivery of;
  + Public media materials, including press releases and other support for press events, and engaging in other strategic activities to expose the public to CLBL
  + Documents such as fundraising brochures and letters, other marketing materials, annual reports
  + Print materials and multi-media presentations to generate interest and support in existing and new markets

**Supervision and Project Management (10%)**

* Provide direction for daily, weekly and monthly work tasks to associate support staff
* Supervise external contractors as needed
* Provide strategic direction for long term projects
* Prepare and execute annual staff performance reviews, set goals and track progress

**Qualifications**

The ideal candidate will have an interest in agriculture, conservation, and education and be passionate about the mission and work of CLBL. In addition, they will possess the following experience, skills and personal attributes:

* An established background in coordinating successful, comprehensive nonprofit fundraising strategies including annual fund and major gift solicitation. Experience with planned giving a plus.
* Knowledge of, experience in, and commitment to the full donor cycle including prospecting, cultivation, and stewardship.
* The ability to effectively engage, guide, support, and provide leadership to board members, staff and volunteers in development activities.
* A working knowledge of the Sacramento/Central Valley and Bay Area region’s philanthropic community.
* A self-starter who is able to work independently as well as be part of a team and is driven to succeed.
* Excellent interpersonal, relationship and team building skills.
* Strong oral and written communication skills.
* Background in using CRM and other fundraising software to assist in managing donor databases and streamlining job duties.
* Computer proficiency in word processing, spreadsheet and database management programs; social media savvy.
* At least six years of fund development experience, preferably in environmental, education or nonprofit fields.
* Bachelor’s degree.
* Ability to travel extensively within the region, as well as locations throughout California. Candidate will need to use personal vehicle for local travel (mileage reimbursement). A rental car is provided for trips over 200 miles.

**Hours, Benefits, and Compensation**

The Director position is full time, exempt. Salary range $85,000 - $95,000 per year plus medical and dental benefits; vacation, sick and holidays.

**To Apply**

Priority review of applications will begin Friday, July 12, 2019 and will continue until the position is filled. Send cover letter, resume, and one fundraising related writing sample to:

Mary Kimball, Executive Director

mary@landbasedlearning.org

5265 Putah Creek Road, Winters CA 95694