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FUNDRAISING COMMUNICATIONS SPECIALIST

ABOUT ADIRONDACK LAND TRUST: Founded in 1984, the mission of the Adirondack Land Trust is to forever conserve the forests, farmlands, waters and wild places that advance the quality of life of our communities and the ecological integrity of the Adirondacks. Through private initiative, community cooperation and a deep connection to the land, the Adirondack Land Trust has protected 26,710 acres to date. We currently oversee 16,134 acres under conservation easement and own 1,565 acres in fee. ALT received Land Trust Alliance accreditation in 2019.

POSITION SUMMARY

The Fundraising Communications Specialist writes/edits/produces clear, accurate and engaging communication products to advance the fundraising goals and impact of the Adirondack Land Trust. This staff member works closely with the Communications Manager and as part of the Philanthropy Team, and in collaboration with colleagues and board members, to craft messages, materials, and personalized communications for leadership-giving prospects and donors. This work also supports other aspects of land protection, including events, presentations and board meetings.

The Fundraising Communications Specialist is a perceptive and engaging writer with the ability to manage multiple project deadlines and competing priorities.

KEY RESPONSIBILITIES

Donor Stewardship and Solicitation Materials (75%)

- Stay current with Adirondack Land Trust priorities and impacts to research, write, design (or work with designers to produce) compelling proposals, presentations, slide decks, project-description templates, letters and other materials that convey the impact and promise of donor support through Adirondack Land Trust programs (e.g., land acquisitions, land-driven community-engagement projects, efforts to broaden and diversify the Adirondack conservation community) for use by board members and staff to engage donors and prospects.
- Work with fundraising cabinet, messaging task group, messaging focus group, staff and outside facilitators to incorporate board feedback into messages and materials, and to build board confidence as ambassadors for the Adirondack Land Trust.
- With staff and board input, develop an effective overall case for support, and collect feedback to update and improve case on a regular basis.
- Support fundraising staff in writing, editing and distributing planned giving and cause-related marketing materials as well as products that illustrate ways, benefits and impacts of giving.
- Contract and work with independent videographer to script, coordinate and edit video to support fundraising and engagement, for sharing directly with prospects and on social media.

Publications (15%)

- Provide editorial assistance to tell the Adirondack Land Trust story through high-quality communications consistent with tone, brand and messaging guidelines.
- Assist with planning, drafting and execution of social media and monthly e-newsletters.
- Assist with planning, drafting and editing of printed newsletter (spring) and annual report (fall).
- Work with fundraising staff to produce promotional materials for donor events and trips.

Appeals and acknowledgements (10%):

- Stay current with Adirondack Land Trust priorities and impacts to craft original, timely and compelling messages for fundraising appeals and acknowledgement letters and materials.

QUALIFICATIONS

- Bachelor's degree or equivalent experience in writing, communications, marketing or journalism
- Attention to detail and understanding of audiences
- Strong writing, storytelling, fact-checking and editing skills. Ability to synthesize complex ideas into language that clearly relates the land trust's impact to audience interests and concerns.
- Ability to interact with supporters, partners, board members and other volunteers.
- Ability to manage editorial projects from inception to completion; project-management skills with ability to use project-management systems.
- Aptitude to adapt to changing technology and communications best practices.
- Experience engaging culturally diverse audiences and partners; ability to communicate about race, ethnicity, sexual orientation, class, ability and gender identities as they relate to conservation work.
- Ability to adapt in a dynamic work environment with schedules and priorities that shift with the needs and phases of operating fund needs, land-protection and stewardship funding needs.
- Helpful: Understanding of conservation and land protection practices for private and public lands.
- Helpful: Experience with CRM or donor management databases, web CMS and design software.
- Proof of up-to-date COVID vaccinations required for all new employees.

BENEFITS AND COMPENSATION

Reports to: Communications Manager

Salary: Full-time \$45,000 DOE

Benefits: Paid vacation and holidays; matching contribution to 403(b) retirement plan; high-quality health, vision and dental plans.

HOW TO APPLY

Submit resume and cover letter by **June 3, 2022**, to info@adirondacklandtrust.org

ORGANIZATIONAL STATEMENT

Data show that some types of candidates more frequently do not apply to a job because they don't feel that they meet all qualifications listed. Our job descriptions are general overviews, not a mandatory list. As a small and growing organization, we appreciate a diverse set of skills and candidates eager and willing to grow and learn with our organization. If you feel passionate about our efforts and believe that you have the skills and aptitude to succeed in this role, we want to hear from you.

We strive for a collegial environment of people who generate innovative ideas and work hard to implement them. We value diversity, equity and inclusion as essential to all aspects of conservation work, and to ensuring that the Adirondack Park welcomes and provides benefits for all people. We also understand the value of work/life balance.

ALT affirms its commitment to equal employment opportunity for all individuals. Decisions about recruiting, hiring, training, promotions, compensation, benefits, and all similar employment matters are made in compliance with all federal, state and local laws and without regard to race, color, religion, gender, ethnic or national origin, age, physical or mental disability, sexual orientation, gender identity, familial status, military status or any other classification protected by federal or state law. Any discrimination in the workplace against persons protected by equal employment opportunity laws is illegal and against policy.