



## Job Announcement

# Development & Communications Director

**Status:** Salaried, full time. Part-time/flexible hours possible  
**Compensation:** Starting salary \$42k+, DOE  
**Reports to:** Executive Director

### Background

The Long Tom Watershed Council (LTWC) is a tax-exempt nonprofit organization serving the Long Tom River Watershed and Upper Willamette Watershed areas in Lane and Benton Counties since 1998. This area is approximately 450 square miles, mostly in private ownership, and incorporates Fern Ridge Reservoir, surrounding farm and forest lands, as well as Veneta, Monroe, Junction City and a majority of Eugene, Oregon. The Council was formed by residents in 1998 in response to a call for local voluntary water quality and habitat restoration action as part of the Oregon Plan for Salmon and Watersheds, and has flourished ever since. Our mission: *"The Long Tom Watershed Council serves to improve water quality and watershed conditions in the Long Tom River basin and surrounding Willamette River drainages through education and collaboration among all interests, using the collective wisdom and voluntary action of our community members."*

LTWC's work and staff have won local, state and international awards, and we have a solid track record of real impact. The activities of the Council are guided by our Watershed Assessment, Conservation Strategy, Strategic Plan, and detailed work plans. Programs include Fish & Wildlife Habitat Restoration, Watershed Stakeholder Education & Involvement, and Urban Waters & Wildlife. The Council's accomplishments include scientific reports, over 70 habitat projects with mostly private landowners, 17 years of stakeholder collaboration and learning, newer efforts in Trout Friendly Landscapes and Latino Community Outreach, and the involvement of over 1,400 people from a diversity of perspectives in the watershed. The Council is guided by a positive and proactive Board of Directors, and has in place key advisors and committees, over 70 Board alumni, and over 100 current volunteers.

The Council's operational budget is over \$400k, with capital projects creating revenue as high as \$1.3 million. The majority of funding comes from state grants, with some federal and private foundation funding, donations from individuals and businesses, and a small portion of fee-for-service income. For the past 3 years we've run an Annual Campaign and adjusted the culture and practices of the organization to include fundraising-oriented communication as well as donor identification and involvement. The results have been a high average gift considering the newness of our effort, repeat and new donors each year, and a Board of Directors invested in fundraising and willing to learn more. We have exceeded our campaign goal each year, and had advisors tell us we could do much more. LTWC board and staff have determined the organization would benefit greatly from a skilled professional dedicated to fundraising, marketing and communications. This work could add security and organizational perpetuity, which is important due to our obligations to the community, partnerships, and projects.

Recently, LTWC has been practicing increased partnership, including developing goals and carrying out activities in collaboration with other organizations, and sharing staff. LTWC is well-poised to take

advantage of future opportunities and challenges and excited to enter a new leadership era that includes contributions from the development director, and in increasing alignment and integration with regional partnership opportunities. For the right person, this will be an amazing job with real impact on both the future service LTWC brings to the community, as well as the growth of collaborative and sustained watershed achievements in the region.

## **Role of the Development & Communications Director (DCD)**

The Development and Communications Director (DCD) will serve as lead fundraiser as well as strategist and coach to maximize the contributions of staff, board of directors, and fundraising volunteers and advisors. The DCD will identify people who want to better understand LTWC's amazing work and support it financially, and then build and maintain relationships and create and execute communications to make fundraising goals a reality. The DCD will be able help to shape, document and execute strategy for programs, budgets, and development of resources, as well as vision and plan for the future.

The following continued and new organizational activities will be executed by the Development and Communications Director in the coming years to sustain LTWC's momentum:

1. Lead cultivation and solicitation of individual donors (30%)
  - ✓ Network and fundraise with private individuals donors for specific programs and for general investment. Maintain current supporters, identify and cultivate prospects.
  - ✓ In cooperation with Executive Director, help the Board of Directors, alumni, and key advisors develop meaningful leadership roles and enhance overall engagement.
  - ✓ Participate and guide staff in continued direct mail fundraising as appropriate; guide Board in thanking donors.
2. Lead cultivation of corporate supporters (20%)
  - ✓ Refine and expand *Business League* program. Identify, evaluate and pursue opportunities for cash, in-kind, or pro-bono support.
  - ✓ Develop new and lasting community partnerships. Organize and engage in dialogue about watershed council talents and services and alignment with other community services, in order to formulate beneficial investment and funding strategies.
  - ✓ Organize *Taste the Watershed* events at local pubs and restaurants (existing program).
3. Help write and track grants to private foundations for non-restoration projects and programs, and capacity support (20%)
  - ✓ Research opportunities, build relationships; help write proposals, track, prepare reports.
4. Lead design and implementation of annual fund development plan (5%)
  - ✓ Work with Executive Director, Board, and staff to develop annual fund development initiatives and achieve revenues. Assess status, communicate and coach on a monthly basis. Develop appropriate gift policies.
5. Coordinate special events (10%)
  - ✓ Work with the Board to develop, and coordinate logistics of, donor cultivation and engagement events such as house parties, tours and annual fundraisers.
6. Develop and communicate outreach portfolio (10%)
  - ✓ Develop effective story-telling mechanisms using stats, imagery and various media; create a professional portfolio for marketing, community awareness, and "member" recruitment focused on investing in the work of the watershed council.
  - ✓ Nurture partnerships and connections through appropriate communication such as personal meetings, events, newsletters, website and email updates, annual reports, local news coverage and other methods. Utilize social media judiciously and effectively. Work with staff to determine and implement refinements, integration and consistency in communication methods.

7. Oversee constituent/donor database (5%)

- ✓ Track details and overall progress toward resource development goals mostly utilizing information from Operations and Fiscal Managers; adjust plan and methods accordingly.

### **Desired Qualifications / Attributes**

Applicants should hold a bachelor's degree, preferably in a field related to business, finance, environment, or communication. Three years non-profit experience strongly preferred. Experience required in a majority of the following: fundraising at 5-figure level from major donors by personal relationship, fundraising through corporate giving, successful grant writing, fundraising planning, event planning and execution, membership recruitment, media relations, and creating and maintaining community partnerships. Proficiency with Microsoft Office programs required; communications and tracking software experience preferred.

### **Job Environment**

LTWC has a friendly, supportive, relaxed and rewarding work environment. The Council has a newly donated second office space in the heart of Eugene at Willamette and 27<sup>th</sup>, where the DCD will work alongside staff focused on urban habitats and watershed outreach. The Council's main office is located in the Wetlands Partnership office in west Eugene, and the DCD, Executive Director and Operations Manager will help integrate and lead both offices' staff teams. Work will be in office and field settings. Office hours are Monday to Friday 8:30 am – 5:00 p.m. Some evening and weekend work required. Flex time allowed. A valid driver's license and use of your own vehicle is required. Mileage is reimbursed at the state rate.

### **Remuneration**

A competitive salary and benefits package will be offered to the selected candidate. Starting salary range is \$42k+ DOE. The position could vary from 30-40 hours per week depending on the needs of the right candidate to do the job. Continuation of the position after one year is dependent on funding. Pre-approved travel and expenses are reimbursed. Benefits package includes health and dental insurance, 401K plan with 8% employer match, PTO and flextime, annual COLA, annual merit raise evaluations, and a training and conference budget.

### **To Apply**

Please send a resume, a cover letter addressing your experience and interest (limit 1 double-sided page, 12 pt font), and three professional references with contact information to Dana Dedrick by Monday, March 2<sup>nd</sup>, 5 pm. Please send materials by *both* hardcopy *and* email, using attachments in PDF or Word. LTWC, 751 S. Danebo Ave, Eugene OR 97402 and [apply@longtom.org](mailto:apply@longtom.org). Incomplete or late applications will not be considered. Thoughtful questions welcome on a limited basis to Dana, 541-338-7055.