

***May 14, 2025***

**Position Description: North Branch Land Trust**

**Marketing Manager**

 **Full-Time Position**

**Reports To: Senior Director of Conservation and Operations**

**Summary of Position**

The Marketing Manager works in partnership with the Executive Director and Senior Director of Conservation and Operations. The Marketing Manager will lead all fundraising and marketing efforts for the organization. This individual will coordinate the implementation of the engagement audit and subsequent recommendations from development professionals, towards a comprehensive development strategy. The Marketing Manager will adhere to the Land Trust Alliance’s Standards & Practices, build upon existing development and marketing/communications protocols and procedures, as well as advance new ideas and processes to grow the organization’s development and marketing functions.

**Primary Duties, Responsibilities and Requirements**

**Strategic Planning (10% of time)**

* Work with Executive Director and Senior Director of Conservation and Operations to develop and implement a comprehensive annual development plan that lays out a strategy to utilize available resources efficiently to meet agreed upon financial objectives. This strategy will include a list of specific campaigns, a timetable for completion, and deliverables incorporating best practices from field professionals such as David Allen, and others in the nonprofit realm.
* Attend committee meetings, and other meetings as needed. Produce and deliver reports and presentations to these groups on progress towards outreach objectives.
* Assist staff in managing strategies, schedules and arranging and managing materials and other items in preparation for donor outreach, meetings and other high-profile matters related to Development, Marketing and elevating the profile of the Land Trust.

**Development (40% of time)**

* Annual Giving Campaigns– Coordinate engaging annual giving campaigns with g original content, including the annual membership drive, year-end Annual Appeal, Guardian Society solicitations, Board Member solicitations and thank you letters.
* Donor Relations – Manage a portfolio of donors, coordinate regular solicitations and donor cultivation events as needed. Work with the Development Committee, Board and staff to grow and strengthen existing relationships with all donors. Identify new donor prospects.
* Grant Writing – Coordinate relationships with institutional funders, assist in identifying grant opportunities and grant writing.
* Analyze existing membership and donor base and identify opportunities to expand membership and increase giving.
* Manage the Land Trust’s donor database. Specifically, be expert in donor management software to be able to easily create mailing and email lists for membership and donor outreach.
* Manage Land Trust Mailings – Manage in-house mailings and/or mailings with outside vendors.
* Ensure that gift and grant acknowledgements are prepared and mailed in a timely fashion.

**Marketing & Communication (35% of time)**

* Marketing and Advertising – Create, edit and direct content from the staff and others for newsletters, the annual report, major event pieces and direct-mail pieces. Coordinate creation of mailing lists and work with printers and mailing house to ensure pieces are designed, printed and mailed in a professional and timely manner.
* Work with Major Event Committees such as the Annual Dinner Committee to ensure they have up-to-date solicitation lists.
* Draft press releases for review and approval of Executive Director. Disseminate press releases to local and regional press and partners. Develop strong relationships with key local press contacts.
* Work with the staff to help advertise activities
* Ensure that all communications adhere to Land Trust brand standards.
* Maintain and generate website information, messaging, events, and layout optimized for search engines and user accessibility.
* Develop the Land Trust’s online and regional presence through publication partnerships, search engine optimization, and social media presence.
* Maintain and generate content for social media.
* Coordinate the development of print and digital materials for preserves including signage, maps, brochures, press releases, etc.
* Coordinate and maintain the Land Trust’s print on demand online-only store.

**Administrative (10% of time)**

* Share the handling of tasks that arise in a small office environment.
* Perform other tasks and duties as assigned.

**Essential Qualifications:**

* Bachelor’s degree or equivalent
* Proven record of effective relationship building
* Outstanding written and verbal communication skills. Natural ability to communicate clearly and authentically with a wide range of stakeholders including donors, volunteers and staff. Public speaking experience is a plus
* Highly organized and consistent in approach to tasks
* Previous experience planning special events
* Self-motivated entrepreneur who possesses superior problem-solving skills and works independently
* Ability to manage multiple projects and timelines with a positive attitude, flexibility and attention to detail and establish clear priorities for themselves
* Computer proficiency including Microsoft Office Suite, Outlook, Canva or equivalent. Experience with donor management software.
* Passionate and energetic with the ability to promote the organization
* Focus on metrics and reporting to ensure measurability of development initiatives
* Ability to work independently and as a team member in a small office work environment.
* Weekend and evening work required. Valid driver’s license required.

**Preferred (not required) Experience and Skills:**

* Familiarity with Northeastern Pennsylvania region
* Familiarity with and knowledge of the tools and techniques of land conservation
* Experience engaging with a Board of Directors including board engagement