



The Land Trust For Santa Barbara County

Job Description: Development & Communications Director

Location: Santa Barbara County

Job Type: Full-time, exempt position

Salary Hiring Range: \$115,000 - \$140,000

Organization Overview

Founded in 1985, The Land Trust for Santa Barbara County is a 501(c) (3) tax exempt California non-profit Corporation that conserves natural resources, agricultural land, and open spaces for the benefit of present and future generations. We are a nationally-accredited member of the Land Trust Alliance and California Council of Land Trusts. For almost 40 years the Land Trust has worked to protect the spectacular landscapes we call home to ensure essential habitats, local food systems, and access to open space for all communities now and for future generations. Several years of tremendous growth and achievement have resulted in the successful conservation of over 56,000 acres, 57 conservation easements, and thousands of residents enjoying the outdoors. We are close to completing, and largely exceeding, our 2020-2025 Strategic Plan which calls for an acceleration of conservation and deepening relationships throughout the county. The Land Trust is working strategically to build capacity and scale systems to serve the needs of the organization we are becoming and deliver excellence in our field.

The Opportunity

As the Land Trust nears its 40th Anniversary, we are looking to hire an experienced Director of Development & Communications to help us embark on a new level of growth and engagement over the next five years and beyond. The Director will arrive at a time of evolution within the organization and have the opportunity to build new approaches to fund development and communications while also solidifying the systems and infrastructure that support growth. The Director will work with the whole Land Trust team to harness this momentum and build the communications and fund development program of our future.

A successful Development & Communications Director at the Land Trust will be a powerful storyteller, understand the motivations for giving and engagement, and be a skilled researcher who knows how to identify a funder's priorities for impact. They will know how to crystallize diverse and technical information into a brief distillation that captures the main points and engages people's interests and motivations. They will have deep experience cultivating and securing major gifts through prospecting, research, proposal writing, relationship development, and face-to-face solicitation. They will be an accomplished leader who brings out the best in their team and fosters a supportive, motivating, collaborative dynamic. If you want to join our team in a leadership role, we invite you to apply for the position of Development & Communications Director.

Scope of Responsibilities

The Director of Development & Communications is responsible for planning, organizing, and implementing all aspects of the Land Trust's fundraising, communications, and marketing program to achieve the organization's annual and long-term financial and relationship goals. They develop, oversee, and implement the Land Trust's major gift program, foundation support, planned giving, special events, capital campaigns, marketing and communications. The Director supervises a small department of talented development professionals in identifying and cultivating donors and funding sources to achieve our roughly \$2.5 million annual operating budget and works closely with the Executive Director, Conservation and Programs Teams, the Board of Trustees, and the Development Committee to grow the Land Trust's funding base for capital projects. They work closely with the finance staff on budgeting, grant management and reporting processes and with the communications coordinator to ensure compelling fundraising messaging. This position reports to the Executive Director and is a valued member of the Land Trust's senior leadership team. As a seasoned supervisor, they will lead and mentor our talented development and communications team members. Currently, this position has three direct reports.

Essential Duties

Fundraising: Using creative, strategic, and effective development strategies, the Director prepares and implements fundraising plans for annual operations, reserves/endowment, and special campaigns. The position works with donors on a local, regional, and sometimes national level, cultivating new prospects and sustaining the organization's existing base of support. The Director leads all strategic initiatives to identify, cultivate, solicit, and maintain positive relationships with major donors and foundations, as well as identify and bring in new donor prospects, sustain grassroots members, and increase overall contributions. Along with the Executive Director and Donor Engagement Manager, they have lead responsibility for meeting with and engaging major donors, foundations, and other sources of significant funding. Working with development staff, as well as with conservation and program staff, they seek funding from sources that can include foundations, individual donors, board members, planned gifts, and businesses and corporations. They support the public funding grant portfolio and the work of the Conservation Team to pay for land transactions. The Director oversees annual appeals, special events, and online and social media fundraising campaigns.

Special Campaigns: Working with the Executive Director, Board, Development and Conservation Teams, the Director develops and implements special fundraising campaigns for properties and other needs such as the approaching 40th anniversary. The Director will oversee all of the department's contractors, consultants, and any campaign committee, and works with the Executive Director, Development Committee and relevant staff to meet campaign outcomes and objectives.

Communications & Marketing: Understand our work and develop compelling narratives to explain our mission and build a case for support. Craft effective communications and messages which help engage, educate and steward prospects and donors to maintain interest and excitement for our vision and mission. Develop, adapt, and oversee all aspects of the Land Trust marketing and communication strategy including branding, the design and content for social media, newsletters, annual report, year-end appeal mailings, brochures, maps, and other collateral material. Supervising the communications & marketing coordinator, work to raise the profile of the Land Trust countywide and promote positive media interest for Land Trust projects and events in collaboration with project staff and community

partners. Seek public speaking opportunities for Executive Director and board members and represent the Land Trust in the community.

Engagement Events: In coordination with the team, conceive, plan, budget and manage fundraising and outreach events in furtherance of strategic plan objectives. Grow and leverage the Picnic at the Preserve, community townhalls, Legacy Society gathering and grassroots member events to engage wider audiences and retain current supporters. Evaluate the event program and seek ways to deepen its effectiveness. Work with the membership & database coordinator to create dynamic engagement opportunities to attract a diverse community of new supporters. Coordinate with the programs team to enhance community engagement.

Leadership & Organizational Effectiveness: Active participation in the senior management team of the Land Trust. Hire, onboard, supervise, develop and evaluate staff. Support development and achievement of individual workplan goals. Ensure compliance with policies, procedures, standards of practice for the organization. Lead department budgeting and reporting in close coordination with the finance team. Ensure sound donor data management and fund development tracking. Support development and execution of the rolling strategic plan. Drive initiatives within the development team that contribute to long-term organizational success, support short and long-term planning. Consult with the leadership team on matters related to fundraising, program operations, organizational priorities, and growth. Help build a culture of philanthropy within the organization and create effective working relationships with staff across the organization.

Required Qualifications

- Informed passion and sense of urgency for the mission of the Land Trust for Santa Barbara County.
- 7+ years of progressive experience in and responsibility for non-profit fund development and communications.
- Demonstrated track record cultivating and stewarding major gifts from individuals and institutions.
- Superior executive functioning skills and sound judgement with a growth mindset.
- Experience with leading and inspiring teams to perform at their best.
- Strategic mindset with the ability to develop and implement vision, strategy, and timelines to reach the end goal of multiple projects.
- Prior experience writing communication materials such as newsletters and annual reports and using electronic communications, including social media, preferred.
- Bachelor's degree in Communications, Business Administration, or related field or equivalent experience working with communications and/or development programs for a non-profit agency required.
- Excellent written and verbal communication skills.
- Computer proficiency in the use of Microsoft Suite and database applications.
- Talented candidates that do not meet all requirements are encouraged to apply.

Essential Requirements

- Possess valid, insurable driver's license
- Ability to sit at a desk, type, bend, twist
- Ability to lift or move up to 25 pounds
- Ability to hike at least 3 miles over rugged terrain

Compensation and Benefits

Compensation is commensurate within the non-profit field and is based upon experience. Annual compensation range is \$115,000 - \$140,000. Benefits include generous vacation, paid health and dental premiums, and a supportive team culture. Successful candidates also have the opportunity to join an employer-sponsored retirement plan. This position is a full-time, exempt (salaried) position. This position is based in Santa Barbara and requires frequent travel throughout the county with occasional evening and weekend obligations.

How to Apply

Please submit a resume, and a compelling cover letter, to Meredith Hendricks at info@sblandtrust.org with the subject: Development & Communications Director. The position will remain open until filled. Applicants with the most relevant experience and qualifications suitable for the position will be contacted for an initial phone interview.

The Land Trust for Santa Barbara County is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status, or other characteristics protected by law.