

# **ECTA**

## **Director of Development**

### **Organization:**

The Essex County Trail Association exists to protect access to the trails and open lands throughout Hamilton, Wenham, Ipswich, Topsfield, Essex and West Newbury. We partner with both public and private landowners to ensure that the experience of open trails is positive for them as well as the trail users.

### **Our Goals:**

- To maintain and promote the responsible use of the land and trails.
- To promote good will and serve as liaison between the trail users and landowners.
- To provide organized support for the preservation of open land.

We achieve our goals by the following: trail protection, trail maintenance, trail repair and construction, trail management plans, trail assessments, volunteer trail days, and various events.

### **Position:**

Reporting to and in partnership with the Chairman of the Board, the Director of Development will spearhead development efforts as ECTA's nonprofit continues to grow. A new position in the organization, the Director will have the opportunity to build the development function.

### **Duties and Responsibilities:**

- Fundraising comes first, focus on gifts is paramount
- Design, implement and oversee a structured development plan, in conjunction with the Board Chair and Board members, to include all phases of fundraising, including but not limited to the annual campaign, capital campaign, planned giving, major gifts and endowment campaigns.
- Cultivate potential prospects, develop proposals for donor consideration, conduct successful solicitations
- Research and identify individual prospects for donor solicitations. Prepare background reports on donor giving and interests
- Identify new corporate and private funding sources; represent ECTA in meetings with potential funding sources
- Collaborate with Board members and key volunteers to engage them in donor solicitations, based on donor interests, personal relationships, program expertise or other criteria
- Evaluate overall results of donor campaign and recommend modifications or new approaches to support successful achievement of development goals
- Participate in the preparation and submission of grant proposals to corporations, private foundations and government agencies
- Participate in the development of marketing campaigns that promote the organization in the community
- Foster strategic alliances with community leaders, donors and prospects

- Increase visibility of programs, service and activities and maintain good public relations with donors and prospects
- Develop collaborative partnerships with related organizations, members, parents, families, funders
- Other tasks as assigned

### **Qualifications:**

- BA (required), MA (a plus)
- 5-plus years experience in development
- Demonstrated excellence in organizational, managerial, and communication skills
- Enthusiastic user and or supporter of trail systems and open space
- Prefer candidates to live in Essex County

### **Skills and competencies required:**

- Ability to articulate ECTA's mission and value to the community
- Excellent communication skills, public speaking, personal conversation, writing, proofreading, editing and presentation
- Excellent interpersonal skills and the ability to relate to broadly diverse audiences, with productive relationships with donors at all levels
- Excellent organizational skills; ability to set priorities, work on multiple projects simultaneously, and deliver gifts to meet goals
- Ability to establish and maintain effective working relationships with staff, Board members, volunteers, community groups, and other related agencies; supervise fundraising volunteers
- Judgment, strict confidentiality, grace under pressure

### **Salary, Hours and Benefits:**

- Part time position, hours are flexible
- Salary 35-50K annual, commensurate with hours and experience
- No benefits