

Job Opening:

ENGAGEMENT MANAGER



LAND TRUST
SANTA CRUZ COUNTY

Posting date: May 31, 2023

Overview

The Land Trust of Santa Cruz County, a nonprofit organization that has made substantial headway in environmental conservation by helping to protect more than 14,000 acres of various habitats and farmland over the last 45 years, is seeking an experienced fund development team member for the position of Engagement Manager. This position manages the Land Trust's membership program, including member outreach and cultivation activities, assisting in donor prospecting, advancing donors within the donor pipeline, creating and executing membership outreach communications, tracking donor relationships and cultivation, creating custom donor and gift reports, and providing support for membership events. This position also develops content and monitors engagement on Instagram, Facebook, and Twitter.

This position is a full-time, permanent exempt position with excellent benefits and a great work environment. The Engagement Manager is part of the Development and Communications Team and reports to the Development and Communications Director. The Land Trust offers a green commute stipend, professional development opportunities, staff events with great food and fun, and a kid and dog-friendly office. Work hours total 40 hours per week between 8 am-6 pm, Monday - Friday, with occasional early, late, or weekend work. This position can be hybrid work-from-home with a minimum of two weekly days in the office for team overlap. The salary range is \$78,000-\$98,000, commensurate with experience.

Responsibilities

Database

- Manages donor relationship tracking, pulls reports, and assists board and staff in tracking donor touchpoints. Manages tags for segmented donor lists.
- Manages database gift-ask pipeline and assists with setting parameters and milestones for related relationships.
- Creates and manages database forms and oversees the integration of the data captured.

Content Creation

- Manages the biannual update and renewal mailing projects. Drafts donor acknowledgment letters and creates collateral/messaging to support member mailings to promote and cultivate membership and member relationships.

- Manages Land Trust social media accounts, develops content and posts, and responds to queries and comments in a timely manner.

Membership Stewardship and Prospect Outreach

- Creates and manages a system for identifying and moving up personal cultivation prospects and for re-engaging lapsed donors.
- Creates donor profiles, event notes, prospect lists, and prospect mailings.
- Creates targeted communications for prospects and targeted solicitation.
- Builds relationships with members, participates in donor tours and cultivation events to support relationship-building and donor solicitations.
- Assists in fulfilling and shipping store orders and selling merchandise at events.
- Other duties as assigned.

Required Knowledge, Skills, Ability & Experience

- Excellent interpersonal skills in customer or donor relations and ability to communicate effectively about the Land Trust's work to a wide variety of audiences, including members, prospective donors, the public, partners, contractors, and consultants.
- Minimum of 3 years of database experience, including pulling custom reports, building queries, and tracking relationships.
- Minimum of 3 years of experience in donor relationship building and prospecting.
- Exceptional attention to detail and accuracy.
- Available to work evening or weekend events as needed.
- Valid driver's license and proof of insurance.

Preferred Knowledge, Skills, Ability & Experience

- Experience using Quickbooks, donor databases, Word, Excel, PowerPoint, Teams, Canva, Figma, Instagram, Facebook, Eventbrite, Adobe Acrobat, iMovie, or other.
- Ability to adapt to differing workstyles, work in a hybrid remote/in-person team and carry out complex tasks with minimal supervision.
- B.A. or equivalent degree.
- Ability to occasionally lift and carry objects weighing up to 30 pounds.

The Land Trust of Santa Cruz County operates in an ecologically and demographically diverse region of central California. We recognize that our organization does not represent the human diversity of our region that will enhance our work and impact.

The Land Trust aspires to be an organization representative of the communities we serve. We are looking for people with a passion for nature, land protection, and teamwork. We encourage everyone to apply for our available positions, even if they don't meet all the hiring criteria listed in the job description.

Interested applicants are encouraged to apply as soon as possible and no later than June 16, 2023. Applications will be reviewed on an ongoing basis.

To apply, send your resume and cover letter to job@landtrustsantacruz.org.