

## Deputy Director, Cacapon and Lost Rivers Land Trust



### Cacapon & Lost Rivers Land Trust

The Cacapon and Lost Rivers Land Trust (CLRLT) is a non-profit organization dedicated to protecting forests and farms, sustaining healthy rivers, and preserving rural heritage in the Cacapon and Lost Rivers watershed of West Virginia.

Spanning Hampshire, Hardy, and Morgan counties, our heavily forested watershed is one of the most ecologically diverse in the eastern United States and is highly rated for climate resiliency. Since our 1990 founding, CLRLT has partnered with landowners to protect 14,000 acres with conservation easements. We strive to protect the richest ecological and economically beneficial areas and to link hubs and corridors of protected land. CLRLT was the first West Virginia based land trust to be accredited by the Land Trust Accreditation Commission, and we remain accredited today.

The Trust puts a very high value on our relationships with landowners, donors, and organizational partners. Key to our success is a reputation for integrity, creativity, and active listening.

CLRLT is a small organization delivering outsized results. Our Executive Director and active Board of Directors are dedicated to high quality work in a casual, respectful atmosphere.

### Deputy Director Role

The Deputy Director (DD) is the Trust's chief storyteller and connector, responsible for engaging audiences in our work. The DD is accountable for fundraising, communications, and community engagement to ensure the Trust remains financially strong, well-connected, and rooted in community. The DD, in partnership with the Executive Director, will also be responsible for elements of everyday administration and may take on some conservation projects, depending on interest and experience.

The DD reports to and works closely with the Executive Director (ED), the chief staff officer responsible for the management, operations, and programs of the Trust. The DD must be a self-starter who can determine what needs to be done and do it with minimal oversight. The DD must also be able to work in a team, engage authentically with all manner of people, and care deeply about our mission.

The DD position is a full-time, salaried position. Work is performed in the Trust's Wardensville, WV office; in the field throughout the watershed; and, if desired, remotely. Evening or weekend work is required approximately every 2 months. Some travel is required.

## Primary Responsibilities

- **Development (35%):**

In cooperation with the Executive Director (ED) and board Fundraising Committee, the DD will oversee the expansion and implementation of an effective fundraising program. The DD will set fundraising goals and develop plans to achieve them. Expansion and diversification of the Trust's donor base and fundraising strategies will be important.

Development duties include:

- Develop and implement an individual donor program that includes a major gifts program, annual fund strategy, planned giving program, and a strategy to form and maintain strong relationships with donors,
- Seek and obtain sponsorships, and develop a corporate giving program,
- Find, apply for, and manage foundation and government grants,
- Plan and execute fundraising events and campaigns,
- Manage- and grow- the Trust's donor database.

- **Communications & Outreach (30%):**

The DD is responsible for promoting CLRLT's mission and attracting new partners, community members, and donors. The DD will design the Trust's communications plan and oversee all marketing efforts, including drafting newsletters, e-mail communications with members, social media posts, website updates, landowner outreach materials, and fundraising appeals. In performing these tasks, the DD will work closely with the ED and various professional contractors.

- **Administration (15%):**

The DD will assist the ED in organizational management functions including budgeting, bill-paying, tracking of financials, record keeping, land trust accreditation, board engagement, maintaining databases, and review and modification of policies.

- **Partner Collaboration (10-15%):**

The DD will build collaborative relationships with local, regional, and state conservation partners to achieve CLRLT's objectives. The DD will be instrumental in the success of the Cacapon Watershed Collaborative, an exciting new partnership of local conservation organizations and agencies working together to improve the rate and quality of conservation in the Cacapon River watershed.

- **Land Conservation and Stewardship (5-10%):**

Depending on the DD's interests and experience, the DD may lead some landowner outreach campaigns, assist with conservation easement acquisition, or contribute to stewardship activities.

## Qualifications

- At least three years of experience (five preferred) in fundraising, communications, or nonprofit management, preferably in a conservation context.
- Proven track record in fundraising.
- A four-year degree *or* equivalent training in a related field.
- Ability to identify common goals and lead groups toward achievement of common goals.
- Excellent formal and informal communication skills, including the ability to tailor communications to a variety of audiences while retaining one's own authentic style.
- Strong public speaking skills and ability to engage a range of audiences in the Trust's mission.
- Excellent writing skills with the ability to write both technical grant applications and fun, engaging social media posts.
- Proficiency with standard computer applications (Windows, Microsoft Office suite, etc.).

## Salary

Salary range is \$50,000-\$60,000 per year, depending on experience. This position is full-time (40 hours per week) and salaried.

## Benefits

Benefits consist of 25 paid personal leave days, 10+ paid holidays, flexible work schedule, work-from-home options, 3% match on a 401(k)-retirement plan, and an ICHRA health insurance reimbursement up to approximately \$225/month (rates vary).

## Application & Hiring Process

Applicants should submit a cover letter and resume or CV to [jobs@cacapon.org](mailto:jobs@cacapon.org) by **February 1, 2022**.

A list of three references will be requested from applicants who are selected for interviews. Submitted material will be kept confidential to the Executive Director and hiring committee.

Telephone or video call interviews are planned for February 2022, and finalists will be invited for a second interview (in person or via video call) with members of the hiring committee. Start date is negotiable but desired on/around March 16, 2022.

To learn more about CLRLT, visit [cacapon.org](http://cacapon.org). Please direct questions to Executive Director Emily Warner at [emily@cacapon.org](mailto:emily@cacapon.org).

*The Cacapon & Lost Rivers Land Trust is an equal opportunity employer. We will not discriminate in employment, recruitment, compensation, termination, promotion, and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, or sexual orientation.*