



ALLEGHENY LAND TRUST

VICE PRESIDENT, DEVELOPMENT & MARKETING EMPLOYMENT OPPORTUNITY

Title: Vice President, Development & Marketing

Type: Full Time, 40 hours/week

Status: Exempt

Office Location: Sewickley, PA / Hybrid

About Allegheny Land Trust

Join a dynamic team at Allegheny Land Trust (ALT), a 501(c)(3) nonprofit founded in 1993 in response to the rapidly declining amount of green space in Allegheny County. ALT has protected more than 3,900 acres to preserve our region's unique natural beauty, provide accessible outdoor recreational opportunities, improve water quality, sustain biodiversity, and enhance the overall quality of life for all. Our strategic priorities include land protection, land stewardship, community conservation, and environmental education. Learn more and read our current strategic plan at alleghenylantrust.org.

Why Work with Us

At ALT, we believe in fostering a positive and inclusive work environment. Join us for a fulfilling career featuring:

- **Work-Life Balance and Flexibility:** Enjoy a supportive work culture that values your well-being. Benefit from flexible schedules and a hybrid work environment, allowing you to achieve an optimal work-life balance.
- **Professional Development:** Thrive in your career with our commitment to continuous learning. We provide professional development plans for each employee, ensuring growth and success.
- **Generous Benefits:** Receive excellent benefits, including ample paid time off, medical, dental, and vision coverage, and a retirement plan with employer contribution.
- **Diversity, Equity, Inclusion, and Accessibility (DEIA):** Be a part of an organization that actively promotes diversity, equity, inclusion, and accessibility. We embrace and celebrate the unique perspectives and backgrounds of our team and the communities where we work.
- **Positive Work Culture:** Join a team that values collaboration, celebrates successes, and supports one another. We believe in creating an environment where everyone feels valued and appreciated.

Position Summary

The Vice President of Development and Marketing is responsible for the strategic development and tactical execution of Allegheny Land Trust's comprehensive marketing, communications, and development efforts. As a member of the organization's senior leadership team, the professional in this position must be capable of actively contributing to senior-level organizational planning and decision-making and ensuring the development and effective implementation of marketing and development plans that are fully aligned with and capable of advancing the organization's mission.

Duties and Responsibilities

Development (50%)

- Leads the strategic development and implementation of fundraising plans and programs to support ALT operations and programming. This includes annual campaigns (such as Day of Giving and the Year-End Appeal), the ongoing maintenance and expansion of organizational membership, specific community campaigns to support property acquisitions, and planned giving efforts.
- Oversees the design and implementation of processes and systems to track donor data, identify trends, and maximize communication channels to engage current donors and identify and enlist new donors. Ensure fundraising and donor recruitment efforts consider equity and inclusion in all aspects of the process. Establishes metrics and is accountable for performance against goals.
- Individually, and in collaboration with the CEO and senior staff, identifies, solicits, establishes, and maintains relationships with foundations, businesses, and governmental funding sources to promote ALT mission and vision. Maximizes funding opportunities from these sources to generate critical operational and programmatic funding.

Marketing (35%)

- Increases awareness and perception of ALT across the region. Establishes, develops and implements branding strategies, creative messaging, and execution plans for communicating to external stakeholders, with particular focus on reaching diverse audiences. Establishes, develops and implements branding strategies, creative messaging, and execution plans for communicating to external stakeholders, with particular focus on reaching diverse audiences. Directs design and development of marketing materials, identifies technologies to disseminate messages, and proactively executes established marketing plans. Develops and directs implementation of annual marketing and communications plan and budget.
- Separate from, and in conjunction with specific fundraising initiatives, perform outreach to communities, media, municipal governments, elected officials, and other non-profit organizations to advance ALT's mission. Serves as a key spokesperson for the organization to a wide variety of audiences. Establishes strategies to promote ALT expertise in local, state, and federal policy advocacy.

Management (15%)

- Recruits, trains, manages, and evaluates a high-performing team to collectively achieve overall marketing and development goals. Seek on-going opportunities to strengthen the team through clear professional development plans and regular performance evaluations.
- Develops and adheres to an annual departmental budget to deliver stated objectives within agreed upon cost parameters. Participates in organizational budgeting process. Prepares and presents reports on various levels (i.e. staff meeting updates, donor and grant reports, board meeting reports/presentations).

Working Conditions

Travel Requirements: This role entails frequent travel by automobile to off-site meetings and activities during weekdays, evenings, and weekends. Additionally, there may be occasional participation in outdoor activities such as hikes and outdoor service projects, which may require walking on uneven terrain.

Remote Work and Home Office: ALT understands the importance of work-life balance and efficiency. We currently offer employees the flexibility of a pre-approved hybrid schedule. For remote work, we expect reliable electricity and internet connections in a relatively distraction-free environment.

In-Office Work: ALT maintains an office space located in Sewickley, PA. Our semi-open office concept fosters a collaborative environment, encouraging interdepartmental conversations, all-staff meetings, and social gatherings in a comfortable setting.

Reporting Relationships: The VP of Development & Marketing will report to the Senior Vice President and Chief Operating Officer. The VP of Development & Marketing will oversee a talented team of 3 marketing and development staff.

Qualifications

1. A minimum of ten years of professional or managerial experience in one or more of the following fields: marketing, public relations, business development, sales management, communications, institutional advancement, nonprofit development, or prior land trust experience.
2. Comprehensive knowledge of management, sales, and communications concepts and processes as may be obtained through a 4-year degree in business administration, marketing or liberal arts, and/or otherwise demonstrated through 10+ years of related professional experience.
3. Proven ability to work successfully with diverse communities and commitment to promoting diversity, equity, access, and inclusion.

4. Demonstrated ability to communicate effectively to a wide range of diverse audiences and at all levels of an organization, including a proven track record of relating to and influencing executive level decision-makers, both internal and external.
5. Demonstrated ability to think strategically and create and execute plans that fulfill organizational objectives and goals.
6. Demonstrated experience in developing and adhering to departmental budgets to deliver stated objectives, including combined budgets with other departments or partners.
7. Knowledge of nonprofit organization management and development operations as gained through prior experience in nonprofit staff or board roles. Understanding of ALT policies, procedures, goals and objectives as acquired through on-the-job experience.
8. Knowledge of environmental principles and an understanding of the vital role that land conservation plays in local and global sustainability.
9. Ability to travel by automobile or reliable transportation to meetings and ALT properties. Hold and maintain valid driver's license.

Compensation and Benefits Package:

The compensation range for this position is \$99,200 to \$116,700 annually based on a salary benchmarking performed by an independent, third-party consultant in 2022.

ALT is a mission-focused nonprofit that conserves and cares for local land for the health and well-being of current and future generations. We achieve this mission by recruiting and retaining highly skilled and passionate team members through a competitive compensation and benefits package.

Salaries are benchmarked to remain competitive in the marketplace. Generous paid time off includes 10 vacation days that increases as years of service increases, 10 sick days, 11 paid holidays and a winter break at the end of December. ALT promotes a healthy work-life balance, so we expect staff to step away for family vacations, doctor's appointments, school activities and community volunteering.

ALT offers a choice in comprehensive health insurance coverage for employees and their families. Employees contribute 18% to the plan's premium, while ALT covers the remaining balance. Dental and vision plans are covered 100% by ALT for the employees and their families. A retirement plan with up to 3% employer contribution is available after one full year of employment.

This is all supported by individual professional development plans created by each employee and a generous professional development budget for each team member to continue to develop their own personal skills and goals. Allegheny Land Trust is focused on the mental, physical, and overall well-being of our team, and we represent that in the benefits we offer.

Equal Opportunity Employer (EOE)

At ALT, we are dedicated to fostering a workplace that reflects the diversity of the communities we serve. We actively encourage applications from individuals of all backgrounds, experiences, abilities, and perspectives. We believe that a diverse and inclusive team fosters innovation, creativity, and success.

We do not discriminate against any employee or applicant based on race, color, national or ethnic origin, religion, age, sex, handicap, pregnancy, sexual orientation, gender identity, or any other characteristic protected by applicable laws. We celebrate the unique qualities each team member brings to our organization and strive to provide an inclusive environment where everyone feels valued and respected.

Our commitment to diversity, equity, access, and inclusion extends beyond our hiring practices. We continually seek to create an environment that promotes fairness and equity at all levels of our organization. We actively support individual and organizational advancement of DEIA initiatives within our workspace and ALT properties and projects.

Join us in our mission to conserve green spaces, foster environmental stewardship, and build a workplace that reflects the richness of our diverse community. If you share our commitment to creating positive change, we invite you to apply and contribute to our dynamic team.

To Apply

Ready to make a positive impact? Apply to be a part of our team by submitting a cover letter and resume to Emilie Rzotkiewicz at emilie@alleghenylantrust.org by May 1, 2024 at 5:00 PM. Cover letters should respond to the position responsibilities and qualifications presented in the job posting. Within the cover letter, please demonstrate your high-level fundraising experiences with examples of successful capital campaigns and methods of securing operating dollars. Also, please share your experiences with developing organizational marketing and/or specific marketing campaigns. Applicants may be asked to complete a Predictive Index assessment or similar workplace evaluation.