



## VICE PRESIDENT, DEVELOPMENT & MARKETING EMPLOYMENT OPPORTUNITY

**Title:** Vice President, Development & Marketing

**Type:** Full Time, Salaried, 40 hours/week

**Status:** Exempt

**Office Location:** Sewickley, PA / Hybrid (office location likely to change in near future)

### About Allegheny Land Trust

Allegheny Land Trust (ALT) is a nationally accredited land conservation 501(c)(3) nonprofit that has been helping local people save local land in the Pittsburgh region since 1993. ALT continues to protect thousands of acres of green space to preserve the region's unique natural beauty, provide expanded outdoor recreation opportunities, protect and improve water and air quality, sustain biodiversity, and enhance the overall quality of life in the region.

ALT works urgently to protect rapidly disappearing green space for the overall well-being of the region. Our strategic priorities include land protection, land stewardship, community conservation, and environmental education. Learn more and read our current strategic plan at [alleghenylandtrust.org/resources/strategic-plan](https://alleghenylandtrust.org/resources/strategic-plan).

### About the Position

The Vice President of Development & Marketing is responsible for the strategic development and tactical execution of Allegheny Land Trust's comprehensive development, fundraising, marketing, and communications 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 ensure the development and effective implementation of marketing and fundraising plans that are fully aligned with and capable of advancing the organization's mission.

The professional in this position is responsible for developing and implementing fundraising strategies that diversify and stabilize ALT's revenue sources, managing donor relationships, overseeing marketing and communication plans, and building brand awareness. Actively participating in organizational budget planning, monitoring, and execution are also expected to ensure the marketing and fundraising plans meet current and future needs.

## Duties and Responsibilities

### **Development and Fundraising (50%)**

- Leads the strategic development and implementation of fundraising plans and programs to support ALT annual and out-year operations and programming needs. This includes annual campaigns (such as Day of Giving and the Year End Appeal), the on-going maintenance and expansion of organizational membership, specific community campaigns to support property acquisitions, growing stable operational revenue sources, and planned giving efforts.
- Oversee the designing and implementing of processes and systems to track donor data, identify trends and maximize communications channels to engage current donors and identify and reach potential new donors and revenue sources. 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, and maximize funding opportunities from these sources to generate critical operational and programmatic funding.
- Manage the development and marketing budget, ensuring efficient allocation of resources and responsible financial stewardship.
- Contribute to the development and implementation of the organization's overall strategic plan and annual planning, ensuring alignment with fundraising and marketing goals.
- Promote an integrated approach to ALT's development and fundraising program across all program areas to ensure program needs are represented in development and fundraising strategies.
- Grow ALT's unrestricted funding sources to provide a stable, reliable base for general ALT operating needs.

### **Marketing (25%)**

- Responsible for growing awareness and perception of Allegheny Land Trust across the region. Establishes, develops, and implements branding strategies, creative messaging, and actionable execution plans for communicating to external stakeholders.
- 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 communications plan and budget.
- Separate from, and in conjunction with, fundraising initiatives, perform outreach to communities, media, municipal governments, elected officials, and other non-profit organizations to advance ALT's mission. Capable of serving as a key spokesperson for the organization to a wide variety of audiences as needed. Establishes strategies to promote ALT expertise in local, state, and federal policy advocacy.

### **Team Leadership and Supervision (25%)**

- Market, recruit, train, lead, oversee, and evaluate 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.
- Responsible for development of and prudent adherence to an annual departmental budget to deliver stated objectives within agreed upon cost parameters. Additionally, participate in organizational budgeting process. Prepare and deliver reports on various levels (i.e. staff meeting updates, donor and grant reports, board meeting reports/presentations) as needed.
- Lead team to develop development and marketing strategies that increase our annual revenue, provide stable operational needs to grow the ALT staff as a whole, and diversify funding sources.
- Develop and maintain the Development and Marketing Team into an integrated, strategic, and trusted team within ALT.
- Understanding of and adherence to ALT policies, procedures, goals, and objectives as acquired through on-the-job experience.

## Qualifications

- Roughly ten years of professional or managerial experience in progressively responsible leadership positions with at least 5 years in a senior leadership role overseeing operational and performance outcomes.
- Bachelor's degree in applicable field. Master's degree preferred.
- Verified track record of meeting or exceeding measurable fundraising goals in a fast-paced nonprofit environment.
- Demonstrated ability to communicate effectively to a wide range of diverse audiences and at all levels of an organization including proven track record of relating to and influencing executive level decision makers, both internal and external.
- Demonstrated ability to think strategically and create and execute plans that fulfill organization objectives and goals.
- Demonstrated experience in developing and adhering to departmental budgets and forecasting revenue to deliver stated objectives including budget numbers requested by other departments for combined programs.
- Knowledge of non-profit organization management and development operations as gained through prior experience in non-profit staff or board roles.
- Strong knowledge of environmental principles and an understanding of the vital role that land conservation plays in local and global sustainability preferred.
- Ability to travel by automobile or reliable transportation to meetings and ALT properties. Hold and maintain valid driver's license.

## Why Work with Us

This is an exciting time to join the Allegheny Land Trust team. As a trusted and highly regarded organization and after a period of significant growth in the organization, we are seeking a strategic and successful development leader to work closely with the new CEO, senior leadership and staff of ALT, and Board of Directors on how to best continue to grow and achieve its important strategic priorities. This is a great opportunity to further grow an already successful development team, stretch to find new partnerships and funding approaches to ensure we care for the land we acquire in perpetuity, and enhancing our philanthropic outreach and community impact.

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

- **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.
- **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.
- **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.
- **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 (see more below in "Compensation and Benefits Package" section).

## 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. We are currently exploring new office locations more central to Pittsburgh to enhance and expand our collaborative working space.

**Reporting Relationships:** The VP of Development & Marketing will report to the President & CEO. The VP of Development & Marketing will oversee a talented team of three current marketing and development staff.

## Compensation and Benefits Package:

The compensation range for this position is \$100,000 to \$120,000 annually. ALT offers a generous benefits package including vacation and sick time, paid holidays, and a winter break at the end of December; health, dental, vision, and life insurance; and a retirement plan with up to 3% employer match after 90 days of employment.

ALT an equal opportunity Employer and ensure fair treatment All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.

## To Apply

Ready to make a positive impact on land protection? Apply to be a part of our team by submitting a cover letter and resume to [jobs@alleghenylantrust.org](mailto:jobs@alleghenylantrust.org) by September 26, 2025. Please include "VP Development & Marketing" in the subject line. Please provide quantitative and qualitative detail regarding your high-level fundraising experiences such as examples of successful capital campaigns, methods of securing operating dollars, and demonstrated success applying to grant funding. Please also include any successful major media pitches or contacts, strategic development planning, and experience with developing organizational marketing and or/ specific marketing campaigns.