

Redwood Parks Conservancy
Development Associate

Redwood Parks Conservancy's Development Associate supports the fundraising and outreach activities of the organization, manages digital communications, and assists with event coordination. This job is essential to supporting local redwood parks and helping others give to the parks and places they love.

Position:

This is a full time, permanent, hourly position which operates under general supervision of the Development Director. The Development Associate supports fundraising, events, communications, and marketing efforts of our growing organization. This individual performs a variety of skilled administrative and clerical duties directly related to fundraising activities. Duties include maintaining a donor database, acknowledging donations, developing mailings and email communications, assisting with special events, implementing our social media plan, assisting with grant writing and developing effective working relationships with donors, and other stakeholders to nurture their connection to the organization.

The position can be based in Del Norte or Humboldt county with a mix of telework and in-office work. Occasional travel within Humboldt and Del Norte counties is required. The position starts at an hourly wage of \$18. Benefits include: paid holidays, vacation, health insurance and dental and vision insurance. Incumbent must pass a background investigation. RPC is a drug-free, smoke-free workplace. The position is in accordance with the Redwood Parks Conservancy Employee Handbook.

Organization:

Redwood Parks Conservancy (RPC) is a nonprofit cooperating association whose mission is to foster understanding, enjoyment and stewardship by providing support to our partner agencies – the National Park Service, California State Parks, and the U.S. Forest Service – who are entrusted with the care of northern California's public lands.

Requirements:

- Demonstrated experience related to marketing, event management and/or fundraising
- Alignment with RPC's mission and a passion for public lands
- Ability and willingness to promote RPC's mission through media and outreach efforts
- Knowledge and respect of the missions of our partners: the National Park Service, California Department of Parks and Recreation, and the US Forest Service, including features and facilities on those public lands
- Ability to manage a database of members and donors
- Evolving knowledge of social media, email marketing, and other digital communication
- Strong organizational and planning skills
- Strong computer and administrative skills
- Excellent writing, speaking, and telephone skills
- Ability to work independently
- Ability to get along well with others and to work as part of a team
- Willingness to work occasional evenings, weekends and holidays as needed
- California driver's license and personal auto insurance
- Willingness to commute between multiple work sites when needed
- Ability to stand on feet up to eight hours per day
- Ability to lift and carry boxes weighing up to 40 pounds
- Associates degree or higher desired

This position focuses on supporting the fundraising and outreach activities of the organization, managing digital communications, and assisting with event coordination. Incumbent will split time equally between these primary duties:

Donor Management and Fundraising Support

- Part of the team that maintains donor relationships and develops philanthropic contacts with visitors to the public lands RPC supports
- Entering donation and constituent information into donor database using contact management software (Little Green Light)
- Maintaining accurate donor records in database, including contact and giving information, notes related to relationships and interactions with donors
- Sending timely acknowledgement letters to donors
- Assist with ongoing donor stewardship through digital and written communications
- Assist with managing grant timelines, grant writing and reporting

Social Media and Digital Communication

- Implements RPC's social media strategy and manages postings with other members of social media team
- Collaborates with the Development Director to develop strategies that use social media and other digital channels to increase engagement of potential donors
- Develops new communication channels to reach customers, donors, partners, and advocates
- Assists Development Director and other staff to update RPC's website, working with website developer when needed
- Provides support to the Retail Operations division to develop and maintain retail-focused digital communications
- Develops content for member newsletter and other publications directed at donors and other constituents. This includes posts, feature articles, photos, videos and graphics.
- Communicates regularly with RPC staff and public land partners to obtain and verify information for writing, editing and posting media materials

Events

- Assists in the planning and executing of existing and new events in conjunction with other RPC staff and stakeholders
- Assists in pre-event, day-of and post-event logistics
- May be asked to solicit cash sponsorships, auction donations, and in-kind goods and services for events as needed
- Manages media announcements and digital communications related to events
- Participates in post event debriefings

Other development-related duties may be assigned as needed to accomplish RPC's mission.

Qualified and motivated applicants should submit a resume, cover letter, a narrative writing sample, and up to three social media post samples to development@redwoodparks.org by May 23rd. In your application materials, please address why this is a position for which you are qualified and explain why you are the perfect addition to the Redwood Parks Conservancy team.