



## Director of Development and Communications

### Description

The Chesapeake Bay Trust (the Trust) is seeking a Director of Development and Communications (DDC). Established in 1985, the Trust is a state-chartered, independent, grant-making organization dedicated to promoting public awareness and participation in the restoration of the Chesapeake Bay and its rivers. The DDC will be an integral part of an eleven-person staff, serving as a key member of the Trust's leadership team.

### Position Description

The Trust's DDC, to begin as soon as possible (summer 2010), will be responsible for overseeing all of the organization's fundraising, marketing, and communications strategies. The successful applicant will join the organization at an exciting time in its history: the Trust recently adopted a five-year strategic plan with ambitious new goals and objectives, the achievement of which will enable us to grow, diversify, and better fulfill our mission of increasing Bay stewardship.

The DDC will be responsible for keeping the organization focused on accomplishing an ambitious resource development plan, with a goal of doubling revenue by 2015. The plan has three core components: 1) growing a well-established and successful revenue-generating program based on two State authorized contributions programs (*Treasure the Chesapeake* license plate and *Chesapeake Bay and Endangered Species* State income tax check-off); 2) building a sustainable base of unrestricted donations from individual donors; 3) and expanding CBT's corporate funding partnerships and working with program staff to increase state and federal partnerships.

The DDC will work with the Trust's leadership team to design and implement a comprehensive communication's plan, elements of which include outreach about grant opportunities, reporting about the accomplishments of the Trust and its grantees, and social marketing aimed at increasing Bay stewardship. The new DDC must be able to work with multiple constituencies (grantees, policymakers, donors/contributors, and the general public) and be familiar with both traditional and new media. The DDC will report to the Executive Director and work closely with other senior staff and the Board of Trustees, serving as the staff lead for the Board's Communications and Development Committee.

### Specific Responsibilities

In particular, the Director of Development and Communications will be responsible for:

#### *Resource Development:*

- Implementing marketing campaigns for Bay plate and income tax check-off programs



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- Developing relationships with state agencies to ensure cooperation, access to data, participation by key officials in events and campaigns
- Implementing major new ‘friends of the Trust’ campaign through social media and other outreach tools
- Developing and implementing individual donor programs and donor recognition systems
- Directing end-of-year donation appeal
- Developing and maintaining relationships with corporate funders
- Working closely with the Board of Trustees to develop marketing and fund-raising campaigns

*Communications:*

- With Executive Director and other staff, creating and implementing annual strategic communications plans
- Overseeing the production of newsletters, annual reports, and marketing materials
- Overseeing web content, e-communications, and social media strategies
- Organizing press conferences with state and federal partners, legislators, grantees, and local constituents
- Cultivating press contacts and earned media
- Ensuring appropriate donor communications for cultivation

*Special Events:*

- Planning and supervising the implementation of special events, which include a legislative reception, awards ceremony, annual fundraiser, press conferences, and smaller local market events

*Management Coordination and Systems Development:*

- Actively participating as a member of the senior leadership team, and representing the interests of development and communications within the context of organization-wide issues
- Overseeing the Trust's contact and donor management systems
- Managing the coordination of development systems with the rest of the organization (program staff, finance and administration, etc.)
- Providing timely reports on Resource Development and Communications to the senior leadership team and board

**Qualifications**

The ideal candidate will possess a combination of skills, experience and passion in the following areas:

- A strong and measurable record of 7-10 years of progressive experience in development and communications with:
  - Experience implementing consumer-oriented marketing campaigns
  - Experience and/or familiarity with individual donor development, online donor and social marketing campaigns, and building corporate relationships desirable
  - Excellent writing skills and experience writing/editing diverse materials, including press releases, annual reports, on-line and print newsletters targeting general and more specialized audiences, and cultivation materials
- Experience contracting for and managing services provided by external consultants and experts
- Strategic thinking: ability to set priorities, balance short-term and long-term objectives, and organize contacts to lay the basis for long-term relationship



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- Ability to choose the right fundraising and communications strategies and targets from among many options
- Leadership and patience marked by the ability to balance competing interests and ideas among essential constituencies including other staff, board members and funders
- Impeccable follow-through
- Ability to work independently as well as collegially
- Exceptional time-management, with the ability to manage and meet tight deadlines
- Creative development vision, including the capacity to work with others to generate new ideas and have a sense of humor and perspective
- Familiarity and experience with contact management databases and fundraising software
- Bachelor's degree required. Advanced degree and/or post-graduate training in fundraising and/or communications preferred

**Salary and Benefits:** Salary is commensurate with experience; excellent benefits package.

**Application Deadline:**

Until filled

**To Apply:**

Please email a resume and cover letter describing your interest and qualifications with salary requirements to Heather Adams at [hadams@cbtrust.org](mailto:hadams@cbtrust.org) and include "Director of Dev. & Comm." in the subject line of the email.

The Chesapeake Bay Trust is an Equal Opportunity Employer and is committed to a diverse and inclusive workplace.



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