



## **Development and Marketing Director Job Description**

**Position:** Development and Marketing Director  
**Location:** Bishop, CA: Hybrid (in office and local remote work)  
**Salary:** \$90,000 to \$105,000 per year, Exempt

**Position Summary:** The Eastern Sierra Land Trust (ESLT) is a non-profit organization with a mission to work with willing landowners to preserve vital lands in the Eastern Sierra region for their scenic, agricultural, natural, recreational, historical, and watershed values. Our geographic service area includes Inyo, Mono and Alpine counties and four counties in western Nevada. With a small team based in Bishop, CA, ESLT has protected and conserved over 23,000 acres since its inception nearly 25 years ago and is going strong.

ESLT is seeking a passionate and strategic Development and Marketing Director to lead our fundraising and donor engagement efforts. By engaging with private donors, expanding memberships and public-sector partnerships, connecting with foundations, managing targeted campaigns and more, this position will be essential in securing resources to sustain and grow our mission in the Eastern Sierra. The Development and Marketing Director will work closely with the Executive Director and the Communication Manager, along with staff, to lead ESLT's membership and fundraising campaigns across all programs, as well as develop strategic marketing messaging to ensure consistency. The incoming Development and Marketing Director will also play an important role in shaping and implementing a new organizational strategic plan.

The Development and Marketing Director will develop and implement a comprehensive fundraising plan for annual and long-term fundraising, including major donor cultivation and solicitation, planned giving activities, foundation and corporate giving, membership program, capital campaigns, and special events. This position is supervised by the Executive Director and supervises the Communication Manager. This is an opportunity to play a leadership role in shaping the future of ESLT. We are excited to welcome a leader who shares our team's passion, creativity, and commitment to working collaboratively to make a lasting impact in the region.

## **Key Responsibilities:**

### **Strategic Planning & Team Management**

- In collaboration with ESLT staff and board, support strategic planning needs of ESLT.
- In collaboration with the Executive Director, develop and implement a comprehensive fundraising plan to meet annual and long-term fundraising goals for long-term financial sustainability.
- Collaborate with the Executive Director and Operations Director to prepare and manage the annual budget for the Development and Communications program. Collaborate with the Accountant on revenue reporting.
- Establish and manage standards for the use of development software and databases, ensuring continuous improvement in development operations.
- Ensure compliance with Land Trust Alliance Standards and Practices, regularly reviewing and improving fund development policies in consultation with the Board of Directors.
- Engage with the Development and Communications Committee, comprising Board members and volunteers, to implement fundraising strategies.
- Supervise, mentor, and support the Communications Manager.
- Present fundraising plans and performance metrics to the Board of Directors at scheduled meetings.
- Serve as an active member of ESLT's Leadership Team.

### **Fundraising & Donor Engagement**

- Working closely with the ED and ESLT's team, ensure successful implementation of annual fundraising plans to meet organizational funding targets.
- Lead 2-3 annual membership campaigns to build and strengthen relationships with individual donors.
- Expand individual donor cultivation and engagement to new geographies, i.e., Southern California, Reno and the San Francisco Bay Area.
- Identify and qualify major donors from our supporter base, conducting exploratory meetings to assess capacity for giving.
- Ability to tactfully engage and seek out funding directly with individual donors, corporations and/or otherwise.
- Oversee membership development, analyzing data to create effective appeal strategies for direct mail and digital campaigns. Manage donor records using CRM tools to ensure consistent gift tracking and acknowledgment.
- Create and execute personalized relationship and gift goals for each major donor, developing tailored engagement plans.

- Research, cultivate, and solicit support from foundations, corporations, and major donors.
- Coordinate special donor events, celebrations, and tours to foster donor engagement.
- Enhance and expand the planned giving program to secure future support.
- Oversee the grant-writing cycle, including prospect research, proposal development, submission, and reporting, to secure and grow grant funding.

**Performance Accountability:**

- Measure success through the qualification of major donors, financial goals achievement, and successful execution of donor engagement plans.
- Develop, track, and report on Key Performance Indicators (KPIs) for fundraising efforts, including donor retention rates, acquisition metrics, gift size growth, and overall revenue targets.
- Regularly evaluate the effectiveness and efficiency of fundraising activities, analyzing ROI to ensure the organization's resources are being utilized for maximum impact. Adjust strategies based on data insights and financial performance.

**Communications & Marketing**

- Coordinate with the Communication Manager to develop and execute annual communication plans and marketing strategies to grow the organization's audience and enhance engagement across various platforms.
- Support the Communications Manager in the development and creation of all fundraising and communication materials, including newsletters, impact reports, and press releases.
- Coordinate with the Communications Manager to implement processes for tracking analytics from digital platforms to drive marketing strategies.
- Lead public outreach activities, including presentations, promotions, and special events. Engage in community events, serving as a spokesperson as needed.

**Qualifications:**

- Minimum of 5 years of experience in major gift fundraising or related fields, with a proven track record in donor relationship building and securing funding through various sources >\$100,000.
- Proven track record of meeting or exceeding revenue goals and KPIs in a nonprofit or similar setting.
- Experience in establishing and managing sub-contracting needs.
- Excellent interpersonal and communication skills, with a focus on relationship-building.
- Proven experience in team management and supervisory roles, with a demonstrated ability to lead, motivate, and develop high-performing teams.
- Strong ability to analyze data and use metrics to inform and optimize fundraising strategies.

- Experience with donor databases (preferably Donor Perfect).
- Proficiency in Google Workspace, Microsoft Office Suite, Adobe Creative Suite, social media platforms, and project management systems.
- Valid driver's license and ability to occasionally lift up to 30 pounds.

**Working Conditions:** ESLT provides a fully functioning office in Bishop, CA where all equipment and supplies are made available. ESLT does permit hybrid (in-office and remote) work options with adherence to established organizational policies. Some weekend and evening work and travel is required.

**Compensation & Benefits:** The Development and Marketing Director position is full-time and exempt with a salary range of \$90,000 to \$105,000 per year plus benefits.

The initial vacation leave benefit is 15 days per year, accrued semi-monthly. All employees accrue sick leave at the rate of 10 days each year. ESLT offers 16 paid holidays annually. ESLT offers full-time employees medical and dental coverage beginning the first of the month following the date of hire. Eligible employees may enroll in ESLT's SIMPLE IRA.

**Application Process:** To apply, please submit your resume, cover letter, and any relevant portfolio materials to [info@eslt.org](mailto:info@eslt.org). No phone calls, please. Applications without a cover letter will not be reviewed. Position will be open until filled.

ESLT is committed to creating a diverse organizational environment and is proud to be an equal opportunity employer. All applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.