



FOLAR Development & Communications Director

FOLAR is excited to accept applications for the full-time position of Development & Communications Director. FOLAR is a well-established, highly regarded, regional organization, and this position is critical to developing the resources needed to power our mission of working with our communities to conserve and protect the Appomattox River for all to enjoy.

FOLAR's Development & Communications Director is a primarily externally facing position with responsibility for working with the Executive Director and Board of Directors to identify corporate, foundation and public fundraising prospects, cultivating and stewarding relationships with them, and developing funding proposals and communications in support of FOLAR's priorities. In collaboration with the FOLAR team, the Development & Communications Director will conduct the daily activities of FOLAR's fundraising and communications, work with community partners, and other stakeholders to increase organizational awareness and revenue. This position is ideal for an experienced and dynamic fundraiser with a passion for building and stewarding relationships in support of environmental conservation and strengthening community.

Responsibilities:

Fundraising

- Develop and execute solicitation strategies, increase annual membership gifts, monthly gifts, and major gifts from individual, corporate and foundation donors
- Conduct research to identify prospective donors, for both the organization and for specific programs, events, and projects that align with FOLAR's mission
- Collaborate with staff to engage landowners interested in donating property within the Appomattox River corridor
- Solicit and track in-kind contributions for trail development, programs, and events
- Manage FOLAR's donor database, Bloomerang, including gift processing, donor recognition and timely acknowledgements, including thank you notes/letters.
- Track and assess fundraising metrics and generate reports upon request using Bloomerang
- Plan, manage and execute the grant portfolio, including researching and identifying grant opportunities, collaborating with staff on drafting proposals, managing submittals/reports.

Communications

- Manage and plan communications and marketing to maximize fund development and prospect/donor engagement
- Collaborate with staff on preparing and sending public-facing communications such as e-newsletters using Mailchimp, press releases, blog posts, and social media
- Manage communication on the FOLAR website using WordPress and Merchandise Store using Printful



QUALIFICATIONS:

FOLAR is looking for a person with the following attributes and required qualifications:

- Bachelor's degree or equivalent with previous fund development experience and a record of successful fundraising results. Certificate in fundraising management preferred
- Experience securing individual major gifts and sponsorships including via events and programs
- Excellent communication skills, both written and verbal with experience creating compelling and persuasive proposals
- Team-oriented and also able to work well independently
- Strong organizational and problem-solving skills with the ability to manage multiple tasks and competing priorities within budget
- Availability to work outdoors on-site in the Tri-Cities region of Central Virginia, and work a few evenings and weekends as needed for meetings and/or events
- Proficient in Microsoft applications, contact management systems, and online communications tools (Please list any specific programs/websites that you have experience with.)

SALARY AND BENEFITS:

\$60,000 starting salary, based on experience and demonstrated impact. Flexible, hybrid work schedule. 2 weeks PTO; 11 paid annual holidays. An exciting teamwork environment and mission-driven workplace culture.

If you think you are a good fit for this position, we would love to hear from you. Please apply by sending your resume and cover letter to: Wendy Austin, Executive Director. Friends of the Lower Appomattox River (FOLAR), waustin@folar-va.org

FOLAR is an Equal Opportunity Employer. FOLAR reserves the right to change or modify this job posting at any time without notice or obligation, to any party.

FOLAR Development & Communications Director, 2022.07.13