

Search Conducted By



Director of Advancement

Wood River Land Trust seeks a dynamic and experienced Director of Advancement to drive philanthropic investments protecting the majestic Wood River Valley in South Central Idaho.



Organization Background

One of the leading land trusts in Idaho, the Wood River Land Trust (WRLT) has conserved over 27,000 acres of land, restored over 19 miles of streams and tributaries, and opened 15 public preserves since its founding in 1994. These protected productive agricultural lands, critical wildlife habitat, and recreation areas have become community treasures. The WRLT is a recognized leader in the national land trust movement, receiving the national *Land Trust Excellence Award* in 2021.

WRLT's crucial work over the next 10 years will be to protect the land and water resources that support resilience in our ecological and human communities. WRLT is using traditional land acquisition and protection tools as well as collaborative regional planning efforts to drive conservation of our resources. We are the leader in restoration efforts to re-wild the Big Wood River, restoring degraded areas and reconnecting tributaries and floodplain habitat.

WRLT is also working to ensure that conservation remains relevant in the face of increasing social needs. People protect what they love; therefore, our goal is for everyone in our community to experience the benefits of protected places, building personal connections to the land so that when there is a threat, our community will protect it. WRLT is committed to providing access for all, developing partnerships to drive diverse engagement on the land, and designing our preserves to be welcoming, inclusive, and supportive of public health and wellness.

Our vision is to create solutions so both nature and community thrive. The incoming Director of Advancement will be crucial to our success.





Position Overview and Responsibilities





The Director of Advancement joins WRLT during a dynamic moment of growth and opportunity. Working with a talented and experienced Leadership Team and a dedicated Board of Directors, they will lead and execute comprehensive fundraising and communications strategies to tap the region's significant resources and build, inspire, and manage a team of development and communications professionals. This individual must be a seasoned fundraiser and self-starter with excellent communications skills.

The Director of Advancement must also excel at behind-the-scenes management, guiding the board, staff, and volunteers in their tasks through priority setting, time management, relationship management, execution, and strong coordination with the community and partners. Candidates should demonstrate success in leading major development initiatives, including soliciting high-net-worth individuals and foundations.

Focus Areas




Strategy and Fundraising Leadership

-  Develop and execute ongoing fundraising strategies and maintain existing donor relationships alongside the Executive Director, President, board, volunteers, and colleagues.
-  Implement and continue to grow an effective organizational fundraising plan, including overall forecasting and fundraising to secure \$1.3M+ annual operating revenue goals, and special project campaigns as needed.
-  Collaborate with other team members to create customized strategies to bring funding and engagement to priority funding areas.
-  Manage the development team (three FTE direct reports) to advance fundraising and engagement goals, encouraging professional development and growth among team members.



Portfolio Management and Fundraising

-  Oversee the tracking of donor records and other data in the donor management system.
-  Work with the Operations and Finance Team to ensure accurate gift acceptance, recording, and reporting.
-  Develop and implement a planned giving program.
-  Develop and implement a coordinated grant strategy across the organization.
-  Manage and support the board's Outreach & Development Committee to ensure progress is being achieved on schedule and the team collaborates with all other programmatic and operational priorities.





Prospect Development

- Work to build and maintain long-standing donor relationships resulting in increased funding.
- Develop and execute a formal major donor/ gifts plan, including expanding stewardship efforts to include individual stewardship plans.
- Ensure current knowledge of each donor and maintain adherence to cultivation steps while guiding each supporter through the organization's stewardship process.
- Create an extensive portfolio of qualified potential prospects and partners through cultivation events, research, and networking and solicit those prospects.
- Implement development programs and activities to identify, cultivate, solicit, and steward corporations and foundations.



Collaboration and Leadership

- Develop comprehensive fundraising plans.
- Collaborate with the Leadership Team, staff, and volunteers on fundraising, community engagement, special events, and in-kind donations.
- Work with the Programs Team to ensure the use of funds meets the goals and objectives of the grants.
- Prepare high-quality, customized development materials and oversee external communications, including all print, email, and social media communications.
- Attend meetings, conferences, and events of various foundations, corporations, business groups, and nonprofit organizations.
- Work with the Programs Team to identify opportunities to engage the community in our land and water conservation programs. Lead the development team in creating communications and support for these opportunities.



Desired Experience and Competencies

Fundraising Excellence

- ☛ Demonstrated successful fundraising leadership experience
- ☛ A strong track record of delivering results against ambitious goals
- ☛ Adept at creating and implementing strategic fundraising plans
- ☛ Demonstrated ability to interact directly and frequently with individual donors, corporations, foundations, board members, volunteers, and other constituents at all levels, and ability to build and maintain productive, long-term working relationships
- ☛ Knowledge of and experience fundraising within corporations and foundations
- ☛ Demonstrated success using creativity and innovation to drive deep engagement with potential funders
- ☛ Experience with digital fundraising strategies and social media as a means of acquiring new donors

Communication and Technical Skills

- ☛ Experience with various business functions and systems, including strategic development and planning, budgeting, internal operations, communications, business analysis, information systems, and human resources
- ☛ An understanding of the systems, processes, and clear communication needed to guide an organization through a complex mission delivery mechanism and structure
- ☛ Strong technical skills, including but not limited to donor management systems, online software platforms, project management platforms, and business applications
- ☛ Excellent verbal and written communication skills

Executive Leadership

- ☛ Extensive management and leadership experience
- ☛ Minimum of five years of experience demonstrating increasing responsibilities
- ☛ A proven team builder who can connect to staff on both an individual level and in large groups
- ☛ Ability to develop and empower top-notch talent and drive accountability
- ☛ Skill at fostering trust, communication, and a positive culture among staff
- ☛ A strategic and creative systems-thinker with a process mindset
- ☛ Strong problem-solving abilities with creative resourcefulness
- ☛ Experience implementing best practices within an organization of similar size
- ☛ Proactive, well organized, self-directed, with a positive attitude and demonstrated ability to act as an effective change agent
- ☛ Thrives in a fast-paced environment, is comfortable with ambiguity, and can prioritize multiple projects and deliver results
- ☛ Strategic planner and project manager with the ability to put agendas into action
- ☛ Ability to manage and direct multiple large projects at a prioritized, steady pace to meet deadlines
- ☛ A high level of business acumen and a track record of exceeding goals with a bottom-line orientation

Other Qualifications

- ☛ Bachelor's degree in Business Administration, Communications, Nonprofit Management, or at least five years of nonprofit development experience
- ☛ Flexibility to work some evenings and weekends
- ☛ Ability and willingness to travel throughout the Wood River Valley region frequently
- ☛ Embrace, support, and demonstrate a commitment to diversity, equity, and inclusion
- ☛ Experience that demonstrates a passion for land conservation and environmental values



Compensation

This is a full-time, exempt, benefit-eligible position. Pay is commensurate with experience and local market conditions, with an annual bonus structure in addition to salary. WRLT provides a comprehensive benefits package including vacation and holiday pay, sick leave, 100% employer-paid health benefits package including medical and dental, contributions to a health savings account (HSA) plan, a 401k retirement plan with employer match, housing stipend upon qualification, and eligibility for paid sabbatical leave upon seven years of service.

Location

The Wood River Land Trust is headquartered in Hailey, Idaho. While occasional remote work is possible, this position will entail working from our office the majority of the time. This position may occasionally require long hours and weekends.

Start Date

Spring 2024

To Apply

Apply online at <https://potrerogroup.com/executive-search/wood-river-land-trust-director-advancement>. Applications should include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role.



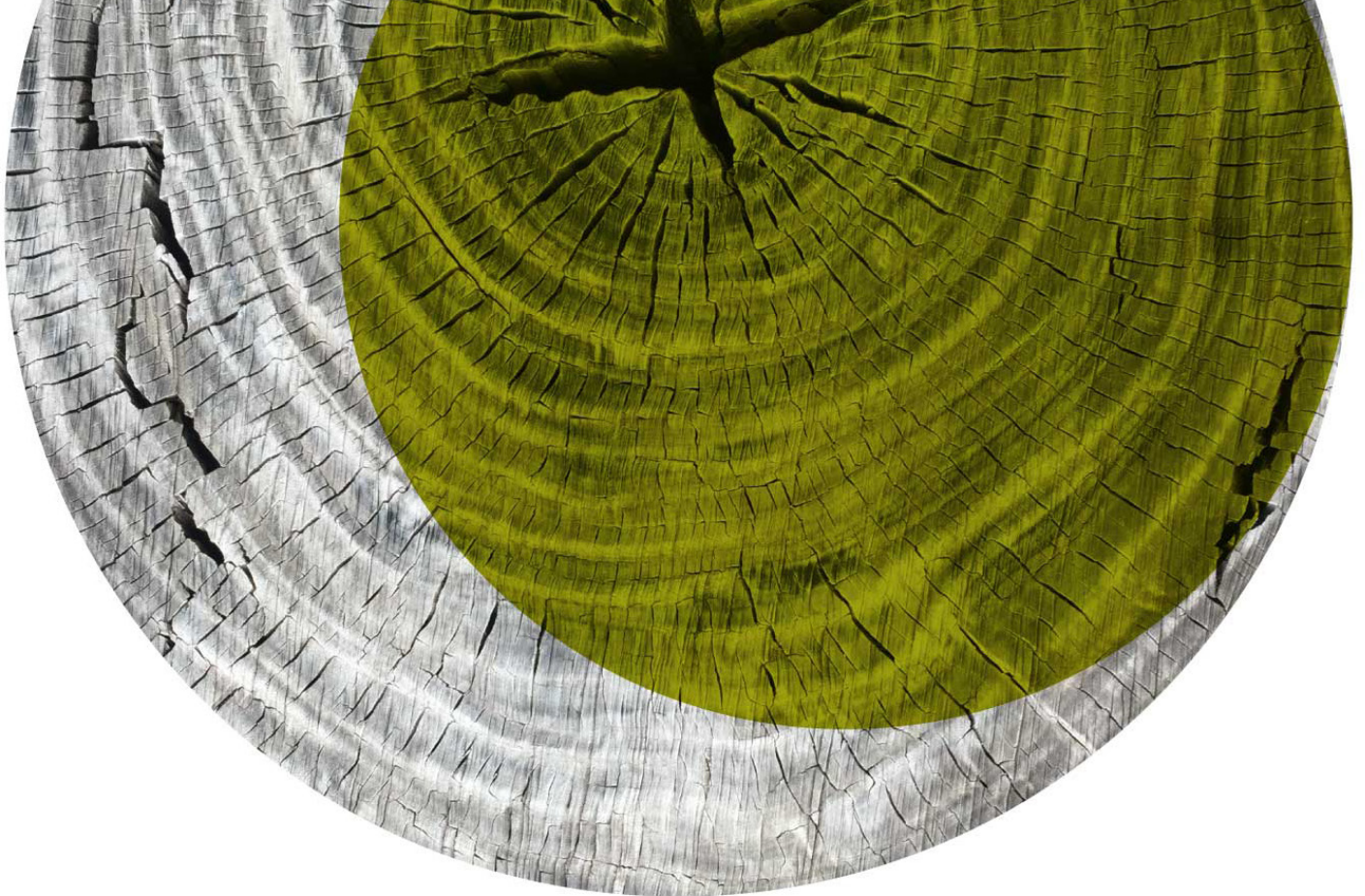
ADDITIONAL INFORMATION

For more information on Wood River Land Trust,
visit woodriverlandtrust.org.

For additional information regarding this opportunity,
please contact:

Cleveland Justis
Founder & Principal, Potrero Group
cjustis@potrerogroup.com





Potrero Group is honored to coordinate this search on behalf of Wood River Land Trust. Assisting a world-class conservation organization perfectly aligns with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world. We are committed to equitable and inclusive practices in all of our work.

Join our mailing list and get notified about future opportunities at

PotreroGroup.com

