



## Job Description

### Fundraising and Communications Manager

Applications due by January 15, 2017

**CLAM, the Community Land Trust Association of West Marin**, is a non-profit, community-based organization that acquires, develops, and holds property in trust for the benefit of West Marin communities. CLAM has focused on creating permanently affordable homes in one of the nation's highest priced real estate markets, and can be characterized by its spirited teamwork, innovative approach, and dynamic community support. CLAM has more than 200 members within the rural, coastal communities surrounding Tomales Bay, next door to the Point Reyes National Seashore. More at: [www.clam-ptreyes.org](http://www.clam-ptreyes.org).

#### Position Summary

The Fundraising and Communications Manager will join and lead an active team of staff, board and volunteers whose efforts create affordable homes and community strength. The person in this new position will take initiative in launching and implementing strategic fundraising and communications, always working in partnership with the ED and fundraising committee. Areas of focus include donor development, business sponsorships, grantseeking, planned giving, fundraising events, and communications in support of the organization's fundraising goals.

This staff position inherits an excellent fundraising program in process, with an active fundraising committee, a substantial and growing pool of committed major donors, and significant foundation support. CLAM's operations budget for 2016 was \$276,000, with income projected to meet that amount. Funding sources include businesses (3%) individuals (37%), grants (58%), and events (2%). The 2017 operations budget will be approximately \$290,000.

#### Position Specifics

**Reports to:** Executive Director

**Hours:** 32 hours/week, with the goal of expanding to full time as soon as possible.

**Compensation:** \$43,000 - \$48,000 for 80% time (depending on experience), plus health insurance.

**Start Date:** Feb/March 2017, negotiable.

**Location:** Point Reyes Station and working remotely.

## Responsibilities

### Fund Development

- Develop an annual fundraising plan, in conjunction with ED and Fundraising Committee, and lead, manage, and track its implementation.
- Develop fundraising plan for a new major housing project, focusing on private contributions and increased community engagement.
- Maintain and increase individual giving by cultivating, maintaining, and strengthening donor relationships Expand giving from new major donors by building relationships with managers of donor advised funds.
- Expand CLAM's Business Sponsor initiative by seeking and maintaining major business and corporate donations (\$250 - \$10,000+).
- Operationalize CLAM's new Planned Giving initiative.
- Coordinate with and support grant writing by contract grantwriter and/or ED.

### Communications

- Develop, refine, and implement CLAM's communication plan to encourage greater buy-in, support, and participation in CLAM's work.
- Generate communications content, including for monthly CLAMBites e-newsletter, annual report, website and social media updates.
- Generate articles for local and non-local newspapers and other media.
- Initiate strategic communications in alignment with and support of fundraising goals.
- Generate fundraising and interpretive materials for specific audiences, including content for appeal and thank-you letters and other donor communications.
- Generate written materials as needed for Planned Giving initiative.

## Qualifications

- Demonstrated track record in nonprofit fundraising, including building an individual donor program, cultivation of major gifts, and experience in organizing events and working with vendors. Three years' experience preferred.
- Knowledge of the basic components of successful fundraising strategies and programs.
- Exceptional written and oral communication skills.
- Competency in MS Word, Excel, PowerPoint programs; familiarity with donor database programs; graphic design skills a plus.
- Ability to relate effectively with diverse audiences, including CLAM board members, major donors, foundation staff, media outlets, and community audiences.
- Ability to work independently, manage multiple tasks, problem solve, and work as part of a cohesive and collaborative team.

## How to Apply

Send cover letter and resume to [clamfundraising@gmail.com](mailto:clamfundraising@gmail.com). No calls, please.

**CLAM is an Equal Opportunity Employer**