



## Fundraising & Communications Associate

Job open immediately and until filled

### About CLAM

CLAM, the Community Land Trust Association of West Marin, is a non-profit, community-based organization. Our mission is to provide stable and permanently affordable homes in an environmentally responsible way in the communities surrounding Tomales Bay. As a community land trust, CLAM holds land and housing in trust for the community in perpetuity while creating housing that working people can afford. CLAM's office is located off Highway 1 in the community of Point Reyes Station in West Marin, adjacent to the parks and beaches of Point Reyes National Seashore. We offer a collaborative and supportive work environment with competitive pay. Our benefits package includes paid vacation and sick time, health insurance and a family friendly approach. Our team of committed professionals and board of trustees bring their passion and talents together to support our mission.

### Position Summary

The Fundraising and Communications Associate is a newly created, full time position that is vital for CLAM's goals for growth over the next several years. Under the direction of the Development Director, the Associate will support the fundraising functions of the organization, and collaborate regularly with the Executive Director and other CLAM staff to implement CLAM's communications strategies. The ideal candidate will understand and appreciate the importance of integrating fundraising, communications, and community engagement, and will enthusiastically embrace the mission and culture of CLAM. The candidate will be self-motivated, a highly skilled multi-tasker, effective communicator with a keen attention to detail. Three plus years of fundraising and/or communications experience in a nonprofit environment, with the ability to work collaboratively with a strong staff and board team is required. This role offers an opportunity to build upon your existing donor relations skills, increase your knowledge and mastery of donor database management, and implement a coordinated strategy for fundraising, communications, and community engagement activities.

### Position Specifics

- 40 hours/week, Non-exempt
- Fundraising (60%), Communications (40%)
- Infrequent evening and weekend time
- Work location: Remote during Shelter-in-Place; ability to work in Point Reyes Station office at a future date when safe Covid-19 pandemic conditions permit, with option for partial remote work at that time
- Salary range \$50,000 - \$60,000, depending on experience

**How to Apply:** Send cover letter and resume to: [info@clam-ptreyes.org](mailto:info@clam-ptreyes.org)

Writing samples may be required as a part of the candidate review process.

Please, no phone calls or recruiters.

**CLAM is an Equal Opportunity Employer**

## Key Duties and Responsibilities

### Data Management (40%)

- Database management and maintenance to ensure data integrity: Consolidate duplicate records, audit data entry for accuracy, update records and system additions
- Manage gift and pledge processing, tracking, and acknowledgments
- Prepare mailing lists for appeals, events, and other mailings
- Prepare reports for the fundraising committee, staff and board
- Work with Bookkeeper on monthly financial reconciliation

### Donor Identification, Stewardship, and Cultivation (20%)

- Support the Development Director and Fundraising Committee to develop and execute donor cultivation and stewardship activities such as set up individual/group meetings, connect with community members, and host events designed to engage and inform CLAM donors
- Conduct donor prospecting and research existing donors
- Support agency grant writing as requested/needed
- Create materials and prepare packets for donor meetings
- Update organizational information on Guidestar, Charity Navigator, etc.

### Communications & Technology (40%)

- Implement CLAM's communications strategies, including producing e-newsletter, annual report, and other member/donor/resident communications
- Write content for communications in collaboration with program staff
- Review and edit content to ensure communications across programs and platforms project a consistent message and branding
- Manage back end of member email system (MailChimp), including creating & cleaning lists and setting up emails
- Maintain website content & support site development with external web developer
- Manage small graphic design projects, for emails, social media, newsletters, etc., interfacing with contract graphic designers, copywriters as project complexity requires
- Organize, maintain and build digital photo library to complement communications needs
- Assist with event preparation and special projects
- Facilitate interactive Zoom/webinar meetings
- Other duties as needed

## Qualifications

- 3+ years fundraising and/or communications experience with a non-profit organization or business
- Bachelor's degree or equivalent experience
- Highly proficient in Windows and Microsoft Office
- Proficient using CRM and managing a donor database; experience with DonorSnap a plus
- Excellent verbal and written communication skills. Journalism or other writing background a plus
- Skilled in social media and online platforms for communications
- Proficient in web publishing such as Wordpress or Squarespace, digital marketing & social media platforms; Canva, and MailChimp a plus
- Experience implementing digital marketing campaigns including e-newsletter design, and HTML familiarity

- Keen attention to detail, accuracy
- Sound judgment and willingness to ask for help
- Ability to manage multiple projects and tasks at the same time, juggling short-term and long-term tasks and priorities in a fast-paced environment
- Desire to work in a small team environment
- Ability and willingness to work some evenings and weekends
- Bilingual Spanish/English preferred, but not required
- Ability to work in CLAM's Point Reyes Station office at a future date when safe Covid-19 pandemic conditions permit, with option for partial remote work at that time

#### Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

#### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear. **This position requires the ability to sit at a desk/computer terminal for extended periods time; and periodic standing, walking, bending, and reaching; and may require employee to lift office products and supplies, up to 20 pounds.**