



Development & Communications Director

ABOUT CLAM

CLAM's 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 removes land and housing from the speculative real estate market, holding it “in trust” to serve as a long-term community asset for housing. In historically segregated Marin County, with one of the country’s most expensive housing markets, CLAM works to advance racial and economic equity by enabling families to purchase and rent homes affordably, thereby preventing displacement and empowering families and individuals to advance economically and thrive within their communities. Many who work in health care, agriculture, and the hospitality and service sectors commute 30-60 minutes to their jobs here. The lack of affordable local housing makes it difficult for local businesses and services to recruit and keep employees.

Founded in 2001, and powered by a dedicated, talented, and knowledgeable team of staff, Board, and other community volunteers, CLAM has grown to provide or facilitate housing to 63 people who work, live, and go to school throughout the community. CLAM tenants include renters, owners of two Community Land Trust homes, and those residing in affordable second units in privately owned homes facilitated by CLAM’s Real Communities Rental program. These homes only begin to meet the need for local affordable housing, and CLAM continues to work to expand the stock of housing affordable to local families, workers, and seniors. CLAM is currently involved in a multi-year project to rehabilitate a 50+-unit former Coast Guard housing site in Point Reyes Station as well as seeking other opportunities to provide affordable housing.

Presently, CLAM has an annual budget of nearly \$850K and significant property assets.

CLAM’s office is located off Highway 1 in Point Reyes Station in West Marin. We offer a collaborative and supportive work environment with competitive pay and benefits, including personal time off, health insurance, and a family-friendly approach. Our team of committed professionals and Board of Directors bring their passion and talents together to support CLAM’s mission.

POSITION OVERVIEW

The Development & Communications Director provides the leadership, strategic direction, management, and coordination for maintaining and expanding CLAM’s fundraising and communications program. The Development Director believes strongly in the mission of CLAM and that housing is a basic human right.

Reporting to and working in close partnership with the Executive Director and in collaboration with the board, fundraising committee and staff, the Development & Communications Director creates and implements fundraising strategies that increase the organization's support from individuals, businesses and foundations, and oversees a communications strategy to strengthen community and donor engagement while heightening visibility and understanding of CLAM's work in the community and throughout Marin County.

Areas of focus include membership recruitment & development, donor relations, business sponsorships, foundation grantseeking, planned giving, and fundraising events. The Development Director reports to the Executive Director. The Development Director will supervise two part-time staff people – the Communications Associate and the Fundraising Associate. The Development Director serves on the Management Team and participates in larger organizational strategy discussions.

PRIMARY RESPONSIBILITIES

Individual Donor & Member Engagement (40%)

- Maintain and increase individual giving by recruiting, cultivating, maintaining, and strengthening donor relationships (and directing and supporting board, staff & volunteers in these activities)
- Create a moves management system for tracking contacts with key donors
- Generate fundraising materials for specific audiences, including content for appeal and thank-you letters, planned giving, and other donor and fundraising communications
- Provide oversight and coordination of special events, including CLAM's Annual Meeting
- Oversee annual Membership Drive

Strategy & Outreach (15%)

- Ensure programs are prioritized and aligned with CLAM's organizational mission, in collaboration with ED, Board and staff
- Develop an annual fundraising and communications plan in conjunction with ED and fundraising committee, and lead, manage, and track its implementation
- Evaluate outcomes of fundraising activities and report on them quarterly and annually
- Contribute to CLAM's overall strategy and planning process
- Represent CLAM's work and interests as appropriate with external initiatives and partners

Oversight of Other Fundraising & Communication Activities (15%)

- Supervise Fundraising & Communications Associates
- Oversee the communications activities carried out by the organization, including two print publications per year (Annual Report and Fall Newsletter), website, social media and a monthly e-newsletter
- Ensure success of CLAM's Business Sponsorship program
- Oversee Capital Campaign

- Work closely with Fundraising & Communications Committee (comprised of staff, board & volunteers)

Planned & Legacy Giving (10%)

- Create a marketing plan and update materials
- Create a plan for communicating with Legacy Circle members
- Incorporate into regular donor engagement activities

Grantseeking (10%)

- Ensure regular institutional funder prospect research
- Contribute to and/or oversee grant writing and reporting

General Administration (10%)

- Attend staff and board meetings to coordinate and support CLAM's work
- Contribute to regular office management, record-keeping and other tasks as needed
- Attend professional development opportunities

QUALIFICATIONS

The ideal candidate will have 5+ years of experience in leadership in a community-based organization's fundraising program. Individual donor experience, including with major donors, is required, as is working with a volunteer team to carry out donor solicitation and engagement activities. Other required experience includes:

- A successful track record of personally identifying, cultivating, and soliciting individual donors for support
- A record of measurable results in organizing and implementing fundraising initiatives, including major gift campaigns, direct mail, online fundraising campaigns, and special events
- Experience with grant-seeking and foundation research
- Demonstrated ability to work effectively with various constituencies, including Board and staff members, donors/members, and members of the broader community
- Experience managing and supporting volunteers
- A successful track record as an effective communicator highly skilled in writing and speaking and adept at crafting donor correspondence and other materials to a wide range of audiences
- Strong organizational skills, including the ability to develop long-term plans, track progress toward achieving plan objectives, prioritize and manage multiple projects simultaneously, and meet deadlines
- Demonstrated experience in managing people and budgets; ability to work in a hands-on environment with limited resources; computer literacy

- Knowledge of and experience using fundraising databases
- Ability to be a regular presence in the West Marin office and the community
- Demonstrated commitment to racial and social justice
- Ability to work occasional evenings and weekends to accommodate board and community members' schedules

Additional desired skills, experience, and qualities include:

- Working in the field of housing, and/or with a Community Land Trust
- Raising money in rural communities
- Experience with Planned giving programs
- Experience with Capital Campaigns
- Highly motivated, resourceful, and flexible, with the ability to anticipate and act on events and opportunities that advance CLAM's work and mission
- Straightforward, self-aware and diplomatic, with an ability to share information readily, listen to as well as give advice, and respect the abilities of others
- A team-builder with strong skills in management and leadership; ability to understand the subtleties of motivating and directing a diverse group of personalities
- Bilingual (English/Spanish)

Compensation and Benefits

The salary range is \$110,000 to \$114,000, plus benefits.

To Apply

Interested candidates should submit a single PDF file including both your resume and a cover letter describing your interest in the position and qualifications to: jobs@clam-ptreyes.org

Please specify position in subject line. Include contact information. Cover letter required for review of application.

Applications will be accepted until the position is filled – our goal is to hire early 2022. Early submissions are encouraged. This search is being supported by Kay McMahon, Consultant on behalf of CLAM.

Work Environment

Pre-COVID, this position operated in a professional office environment using current technologies. Currently, staff primarily work remotely; we limit the number of people who can work in the office at a time. When we return to full-time office work, partial remote work may be possible; however, regular presence at the office and in the community are required.

Equal Opportunity Employer

CLAM is an equal opportunity employer.

We strongly encourage and seek applications from people of color, including bilingual and bicultural individuals, as well as members of the LGBTQI communities. We are dedicated to providing a work environment free from discrimination and harassment, and where employees are treated with respect and dignity.

As part of a community of nonprofit organizations of West Marin, CLAM has signed on to the following joint statement:

We acknowledge the systemic racism at play in our country and county, and commit to facilitate change and foster the inclusivity that this moment in history demands. We recognize that this is the work we must do to truly live out our values of equity and inclusion.

Together we agree to:

- Carry out our own internal work within our respective organizations to address bias and racism, while advancing equity, diversity and inclusion;
- Share our learning with each other for more effective action; and
- Collaborate as West Marin nonprofits to work with our communities in confronting systemic racism.
- We draw our inspiration from courageous leaders who over the centuries have challenged exploitation, racism and violence.

To learn more please visit: <https://www.clam-ptreyes.org>