



## Development Manager Essex County Greenbelt Association

*An exciting opportunity to join a dedicated, successful development and engagement team supporting environmental work.*

### **Position Overview**

The Development Manager will join a collaborative team that works to ensure a solid revenue base for Greenbelt's operations through connecting our community and beyond to the importance of Greenbelt's land conservation work. Reporting to the Director of Development and Community Engagement, this position provides overall fundraising support for operating and land campaigns, manages the donor database, provides fundraising analysis, and supports development-related events.

### **About Greenbelt**

As Essex County's Land Trust since 1961, Greenbelt is the most active conservation organization in the region. With over 20,000 acres protected, a growing staff of 18+ employees, and thousands of supporters, Greenbelt is a trusted community partner serving the 34 cities and towns in Essex County. Learn more at [ecga.org](http://ecga.org)

### **Core Responsibilities and Scope**

#### Development

- Manage the schedule, production and execution of key operating fundraising campaigns: Membership, Annual Fund and Business Sponsorship
- Work with Design Manager to maintain high-quality, updated print and digital imagery
- Utilize data analysis to strengthen fundraising campaigns, using segmentation, appealing to new groups, and other fundraising strategies
- Work with Director of Development to support land campaigns and donor outreach/cultivation events
- Collaborate with development team to provide timely, accurate gift entry and acknowledgement
- Coordinate Osprey spring appeal and associated communications
- Event logistics and support

#### Database Management

- Oversee donor database, maintain high-quality data standards and support development team in use of database
- Works with Director of Development to coordinate database transition in 2024 (Raiser's Edge to Little Green Light)
- Manage database volunteers for support with data entry

## Analysis and Reporting

- Generate Annual Report donor lists
- Support Development team and Operations/Finance manager with fund and gift reconciliation
- Generate annual “Year in Review” analysis of fundraising efforts
- Provide monthly fundraising reports for Board of Directors and Development Committee
- Generate analysis on efficacy of Greenbelt’s outreach events: Art in the Barn, Tour de Greenbelt, and other general events
- Analyze fundraising metrics and data to refine strategy and increase impact

## Communications

- Team coordination in executing consistent, high-quality digital and print communications
- Utilize database and donor segmentation to create, design and send corresponding campaign emails
- Support overall communications strategy

## Qualifications and Skills

### Required

- Dedicated team player who works well in a dynamic, resourceful and nimble environment
- Self-starter with a high level of initiative and a commitment to high-quality work
- Experience with a CRM/fundraising database, and a strong interest in: data, database management and data analysis
- Experience in fundraising or sales/marketing
- Strong written, verbal and interpersonal communication skills
- Non-profit or mission-driven professional experience
- Strong proficiency with Microsoft Office Suite, especially Excel
- Ability to work occasional evenings, weekends, or other non-traditional work hours, when needed

### Preferred

- Experience with Little Green Light and Raiser’s Edge database
- Background coordinating and/or supporting events
- Knowledge of marketing email systems, MailChimp preferred
- Grant-writing experience

## Position Type

Full-time, salaried position at Greenbelt’s headquarters in Essex, Massachusetts, with some hybrid work

possible. Competitive salary will be based on qualifications and will include excellent health and retirement benefits. Salary range \$55,000- \$65,000, plus benefits, with potential for growth and professional development.

**To Apply**

Please email, as a single attached document, your letter of interest and resume to [rachel@ecga.org](mailto:rachel@ecga.org). This position will be open until filled.

*Essex County Greenbelt is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.*