

## **Director of Marketing & Development**

### **Earthplace, the Nature Discovery & Environmental Learning Center**

#### **Position Summary**

The Director is responsible for marketing communications and all donor engagement activities for Earthplace. Reporting to the Director is a full-time marketing and events manager and one part-time development associate. The Director's primary responsibilities are the organization's individual, corporate, and foundation giving, donor relations and special events, as well as oversight of marketing and brand communications. This position reports to the Executive Director and is part of the senior leadership team.

#### **Organization Background**

Earthplace was founded in 1958 as a Youth Museum and Nature Center, one of the first of its kind in America. Its founders were primarily conservationists with a keen understanding of the role humans play in protecting nature and the environment. The 62 acre sanctuary, animal exhibits, and nature-based education programs are community treasures in what is now a densely populated suburban environment.

For the past 30+ years, Earthplace has also been home to Harbor Watch, a premier water quality research program which has trained over 1,000 high school students, college interns, and adult volunteers in the work of protecting and improving the biological integrity of Long Island Sound.

Today, Earthplace is a community center for nature discovery and environmental learning whose purpose is to build passion and respect for the natural world. Our programs blend science, nature conservation, and education into pathways for experiencing and learning: for young children we use discovery and fun to build awareness and connection to the outdoors; for school age youth we promote learning through science and understanding of the role humans play in our ecosystems; and for all ages we encourage individual growth and actions that can lead to a more sustainable community.

#### **Director Responsibilities**

- Develop a deep understanding of the Earthplace mission, goals, and brand personality as it relates to each program area and deliver messaging that is on brand and on target for age specific audiences.
- Actively cultivate and steward relationships with key donors including foundations, corporations, family foundations and individuals.
- Work with the Executive Director and Board of trustees to build development strategies and cultivate donors for unrestricted giving and capital project needs
- Develop budgets and implement strategies to meet fundraising goals for each of the core funding constituents
- Coordinate with program staff a full range of activities required to prepare, write, and submit grant proposals, that are responsive to donor interests and guidelines
- Oversee all fundraising events

- Communicate about fundraising activities and programs with appropriate staff members and the Board of Trustees
- Oversee the development and delivery of marketing and brand communications to all audiences
- Oversee all web based and social media communications
- Additional writing and administrative responsibilities as assigned

### **Qualifications**

- Bachelor's degree required, graduate degree a plus
- Minimum of five years of development experience showing increasing responsibility
- Experience with donor engagement and major giving programs
- Westport community knowledge a plus
- Excellent oral and written communication skills; ability to set-up and guide donor meetings with the Executive Director and board members
- Experience using donor management software and analytics, and ability to lead communications effort across web and social media platforms
- Proven experience with fundraising event management
- Ability to build strong relationships with a variety of constituents including colleagues and major donors.
- Comfortable working in a fast paced environment; ability to prioritize and handle multiple tasks
- Be a team player with a strong commitment to the Earthplace mission of environmental education

### **Salary and Benefits**

- This is a full-time salaried position
- Compensation commensurate with experience
- Benefits include dental, medical and life insurance; simple IRA