

## ADVANCEMENT DIRECTOR

The Housatonic Valley Association (HVA) is seeking an Advancement Director to help lead and grow the organization's membership - individual, community, business, and partner – in both numbers and revenue support.

**Who we are:** HVA leads environmental action in communities across the tristate Housatonic Watershed in Massachusetts, Connecticut and New York. We restore and protect the Housatonic River and its tributaries, conserve strategically important lands, and fight climate change by taking action to achieve climate-readiness across the region. We do this directly or in collaborations with partner organizations, community and business leaders, and concerned citizens across the region working for a clean and healthy natural environment. Our overarching goal is to achieve a climate-ready Housatonic Watershed by 2040. In addition to our advocacy, issue response and education programs, two major campaigns toward our 2040 goal are underway: *Follow the Forest*, aimed at conserving a linked forest corridor from Canada through the watershed to Long Island Sound; and *Clean, Cold and Connected*, aimed at restoring and protecting the watershed's rivers, streams, and the waters that flow to them from across, and below, the land's surface.

HVA is committed to being fully representative of the watershed's people and diverse communities in all our work and across our organization. We strive to make our conservation actions equitable and inclusive by enabling participation by all, actively listening to and leading with our BIPOC (Black, Indigenous, and People of Color) community partners, and increasing our understanding of and responsiveness to environmental inequity. Our team is committed to continuously improving equitable representation across our organization and in our work for a clean, healthy watershed.

**Reports to:** Executive Director

**Supervisory responsibilities:** Directly supervises the Communications and Engagement Manager and the Advancement Data Coordinator.

**Status:** Full-time, Salaried, Exempt

**Qualifications and competencies:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required.

- Keen analytic, strategic and problem-solving skills.
- Pro-active and results-oriented with a demonstrated track record achieving measurable results and meeting quantifiable objectives.
- Strong interpersonal skills to foster effective working relationships at all levels, inside and outside of the organization.

- Superior communications, presentation, public speaking, writing, and editing skills, with a strong sense of narrative and storytelling, for HVA members, prospective members, board, staff, volunteers, public officials, and the media.
- Demonstrated ability to promote and sell a non-tangible cause.
- Demonstrated success in making personal solicitations and appeals.
- Demonstrated ability to organize and implement multiple fundraising projects simultaneously, prioritize tasks, and utilize good judgment and decision-making skills.
- Good understanding of the principles of communicating for the purpose of soliciting contributions, making appeals, etc. and of how to work with solicitation mailings and target audiences.
- Good understanding of customer relationship management and the donor information management process.
- Demonstrated success working with and managing staff, volunteers, and board members.
- Aptitude in MS Office programs including Word, PowerPoint, and Excel.
- Basic math skills to enable tracking and reporting fundraising progress and presenting persuasive arguments for financial support.
- Ability to work effectively under frequent deadlines, respond quickly to unexpected challenges and shifting priorities, and follow through on time-sensitive tasks.
- Ability to handle multiple projects and tasks with minimal supervision, both autonomously and with a team.
- Ability to travel throughout the Housatonic Valley.
- Ability to work evenings and weekends as needed.
- A valid driver's license.

**Education and/or experience:** Bachelor's degree and five years of experience in fundraising, business development or a related area, including three years of experience fundraising with a non-profit organization as a volunteer if not as a non-profit fundraising professional.

**Overall duties:** The Advancement Director is responsible for sustaining and significantly growing HVA's membership (individual, municipal, corporate, etc.) both in number of members and in the amount of financial support provided. HVA's membership is the lifeblood of the organization, serving not only as its source of ongoing financial support, but also as a vital resource for informing and influencing actions directly affecting the environmental health of the waterways and lands in the Housatonic Valley. In collaboration with the Executive Director, other staff and volunteers including HVA's Board, the Advancement Director designs and implements a strategic and operational plan to ensure that current members feel valued, stay interested and inspired, and are regularly asked to renew and increase their support, as well as ensuring that prospective new members are regularly identified and recruited. Overall, the Advancement Director is responsible for attaining goals for retaining members, adding new members, and generating annual fundraising objectives.

The Advancement Director works closely with the Executive Director, Finance Director and Special Initiatives Officer, as well as the advancement team he or she oversees including the Communications and Engagement Manager, and the Advancement Data Coordinator.

**Essential Duties:**

1. Develop and implement an annual plan to solicit renewed and increased membership donations from individuals, corporations, other organizations, and municipalities through all available means – email, letters, telephone, Zoom, personal visits, attending gatherings, etc. – to meet established dollar objectives and number goals for members.
2. Develop and implement an annual plan to identify and recruit new members from individuals, companies, other organizations and municipalities through email, letters, telephone, Zoom, personal visits, attending gatherings, etc., to meet established dollar objectives and number goals for members.
3. #1 and 2 above should include plans for:
  - Mailings, including a schedule (with not only “drop” dates, but production details), that target audiences and desired objectives.
  - Cultivating and soliciting Heron Society members (\$1,000+) with specific goals set at each of the giving levels for retentions and increases.
  - Municipalities and corporations, taking into account individualized solicitation objectives for corporations, and HVA work within each community solicited.
4. Set and attain an annual goal for making personal contacts (by telephone, Zoom, in-person visits as appropriate) with members and prospective members to provide updates and to solicit membership gifts.
5. Work with the land and water teams to understand what they do, why, and where, to inform fundraising communications in all forms; expand networking opportunities for building membership; and systematically capitalize on donor stewardship opportunities that arise as a result of land and water teamwork.
6. Work with the communications and engagement manager to ensure that members and prospective members stay informed and inspired about HVA through a variety of means including mailings, social media, and personalized/individualized communications via emails, letters, and personal visits.
7. Organize and implement at least two major fundraising events such as the Auction for the Environment and the Explore-a-thon.
8. Together with the advancement data coordinator and other staff, make optimal use of a prospect management system to ensure accurate up-to-date records and timely next actions, including cultivation steps, proposals, reports, thank you letters, stewardship/follow up and recognition/appreciation.
9. Design a process to capture contact information for prospective members – people who attend events, make contact with land or water teams, etc.
10. Work with the advancement data coordinator and others to create strategic mailing lists, such as segmenting members according to interest areas or locale.

11. Coordinate with the Finance Director to ensure fiduciary responsibility, compliance, and sound financial management and accountability for contributions and income, and ensure that the Development Database is accurate and up-to-date.

12. Maintain donor confidentiality.

**A successful candidate will also** be passionate about the outdoors and environmental health; able to balance personalization and efficiency, especially as programs begin to scale up; possess a high level of personal and professional integrity; have a positive and outgoing manner; and maintain positive and proactive relationships with HVA staff and Board members.

**Benefits:** Includes health insurance, 403b and HVA match, life and short-term disability insurance, paid holidays and paid time off, and some remote work flexibility.

**How to apply:** Please email your cover letter, resume, and list of references to [advancementdirector.hva@gmail.com](mailto:advancementdirector.hva@gmail.com) with "Advancement Director" in the subject line. Applications will be reviewed as they are received and accepted until the position is filled. We will be in touch to acknowledge receipt of your application and to schedule selected applicants for an interview.

HVA is an equal opportunity employer. If you have the drive, interest and skills to succeed in this position, tell us about how you can help and we will consider your application. HVA provides equal employment opportunities to all eligible persons and administers personnel policies and practices in accordance with all applicable state and federal laws. We do not discriminate or abide discrimination on the basis of race, color, religious creed, age, marital status, national origin, ancestry, gender, gender identity or expression, political belief or affiliation, veteran status, sexual orientation, legal history, genetic information, mental disability or physical disability any other legally protected status in accordance with applicable federal, state, and local laws. Our commitment to equal opportunity is a guiding principle in all of our employment practices and policies.

**Note:** This position description has excluded duties and responsibilities incidental to the performance of the above listed duties and responsibilities, for example the timely filing of timesheets and paperwork and responsiveness to other overall organizational needs. All duties and responsibilities are essential job functions and requirements. To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. HVA reserves the right to modify, change, or add to the position's job duties and responsibilities as business needs may require. This document does not create an employment contract, implied or otherwise, other than an at-will relationship.