

Development and Communications Coordinator

Background and Mission

Bowman's Hill Wildflower Preserve (the Preserve) was founded in 1934 with a mission *to increase the knowledge and use of native plants by serving as an educational resource and destination that inspires conservation action*. It is a member-supported nonprofit organization that has come to be recognized as a local treasure, a state resource and a national institution. Known regionally for its community-based programming, it is considered a statewide source for native plants and is the only accredited museum in the nation focused exclusively on native flora.

Position Summary

The development and communications coordinator is a crucial part of both the Preserve's fundraising and community engagement efforts. This position is responsible for managing the Preserve's marketing and communications and supports the Preserve's fundraising strategies. This position reports directly to the director of donor and partner relations.

Responsibilities

Development:

- Administrative
 - CRM database management
 - Gift processing
 - Development committee support
 - Campaign management
 - Collateral design
 - Periodic retail coverage
- Cultivation
 - Current and prospect donor research
 - Tributes and Memorial Program management
- Special Events
 - Support planning and execution of annual signature fundraising events, periodic donor cultivation events and other Preserve-sponsored events
- Other duties as assigned

Marketing and Communications:

- Communications Partnerships
 - Develop media, press, industry and local/regional tourism partnerships
 - Oversee advertising , promotions and key Preserve communications
- Brand Manager
 - Oversee branding guidelines and alignment
 - Develop all marketing collateral
- Publications Editor-in-Chief
 - Oversee regular Preserve communications, including monthly digital newsletter and education programming memo, and annual print newsletter
- Administrative
 - Track marketing and communications calendar
 - Implement annual marketing and communications budget
 - Produce regular marketing and communications reports for key stakeholders
- Social Media
 - Oversight and content creation for all social media accounts based on analytic strategies
- Website
 - Oversee all aspects of bhwp.org and liaise with related vendors
- Other duties as assigned

Position Requirements

- Bachelor's degree or equivalent in communications, marketing or similar field
- 5+ years of development and/or communications experience
- Dynamic relationship-building abilities
- Superior communication skills
- Strong acumen for data analytics
- Strong project management experience
- Proficiency with Google Suite, Microsoft Office, Mailchimp, WordPress, Google Analytics, Adobe Creative Suite, Canva, donor CRM and all major social media platforms
- Experience in working with non-profit organizations and volunteers preferred
- Familiarity with the Preserve's conservation and environmental mission

Physical and Organizational Requirements

- Effectively maneuver around the Visitor Center and the Preserve at large
- Bend, squat, reach and lift
- Stay in a stationary position during prolonged periods of time
- Lift and carry up to 30 pounds
- Valid driver's license
- Background check is required

Work Schedule

This is a full-time position with a required schedule of Sunday through Thursday, and occasional weeknight, weekend and holiday work as needed. A limited amount of regular remote work hours may be available following a successful 90-day review.

The Preserve is open 7 days a week and on most federal holidays, including Memorial Day, July Fourth and Labor Day. The Preserve is closed on Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve and New Year's Day.

Compensation and Benefits

The annual salary range for this position is \$48,000 to \$50,000, and is commensurate with qualifications and experience. Benefits include:

- Health insurance
- Generous paid time off policy
- 401(k) retirement plan
- Employee discounts at the Twinleaf Book & Gift Shop and Nursery Marketplace
- Complimentary Preserve membership

To Apply

Please send a cover letter and resume to:

Sarah Norris, director of donor and partner relations, at norris@bhwp.org

Visit us at www.bhwp.org for more information.

The Preserve is an equal opportunity employer and is committed to non-discriminatory policies. All decisions regarding recruitment, hiring, promotion and all other terms of employment will be made without regard to race, color, religion, age, gender, gender expression, sexual orientation, national origin or ancestry, marital status, status as a qualified handicapped or disabled individual, or any other impermissible factor in accordance with applicable laws.