



## **Director of Development and Communications**

(\$40,000 - \$52,000 depending on experience)

Whiterock Conservancy ([www.whiterockconservancy.org](http://www.whiterockconservancy.org)), a 5,000-acre non-profit land trust founded in 2005, located in rural west-central Iowa along the Middle Raccoon River near the progressive small town of Coon Rapids, Iowa, ([www.coonrapidsiowa.org](http://www.coonrapidsiowa.org)) is seeking a full-time Director of Development and Communications.

### **Organizational Overview**

Whiterock was created in 2005 to steward a large, bio-diverse private land donation that includes seven square miles of land along both sides of the Middle Raccoon River as well as the historic Garst Farm visited by Soviet Premier Nikita Khrushchev during the Cold War. Whiterock's three main programs are: 1) environmental stewardship and restoration of prairie, wetland, woodland, riverine and oak savanna habitats; 2) sustainable agriculture (pasture and crop ground); and 3) low-impact public recreation, including hiking, mountain biking, horseback riding, lodging, camping, event hosting, canoeing, and interpretive events.

Whiterock has endowment and farm income sufficient for minimum operations but relies on grants and donations for internal trail and facilities development, restoration activities, and public programming activities.

**Whiterock's Vision** is to be a place of farmed and natural landscapes, healthy waters, fun in the wild, and innovative ideas. **Whiterock's Mission** is to engage the public with Whiterock's landscape and to develop a full understanding of its values. Land stewardship, agriculture, and restoration activities take place concurrently with developing a variety of ways, both recreational and educational, for the public to interact with Whiterock's unique history and landscape.

**Position Summary:** Manages all aspects of Whiterock's fundraising efforts (major gifts, foundation, corporate, government, planned giving, and special events) including research, strategy, cultivation, solicitation, and stewardship. Working in close collaboration with the Executive Director and the Board Development Committee Chair, the Director of Development and Communications will lead, coordinate, and implement development and strategic communication efforts for Whiterock. Responsibilities will include donor identification, cultivation, and solicitation; grantwriting and grant administration; and external communications. The Director of Development and Communications will assist with event organization when these activities are tied to donor cultivation. The position needs to work rapidly towards a goal of raising at least \$160,000 a year to support operations and additional funds for approved projects.

## **DUTIES AND RESPONSIBILITIES:**

***Donor Outreach:*** The goal is to raise a significant portion of the Whiterock operating and projects budget from individual, corporate, or foundation donors. The Director of Development and Communications, in close collaboration with the Executive Director and Chair of the Board Development Committee, will coordinate and implement individual and corporate donor recruitment, communications, cultivation, and solicitation activities. Duties will involve donor profiling, developing ongoing relations with donors, travel for events and one-on-one meetings, writing and editing of solicitation materials, organization of donor visits to Whiterock, and direct appeals.

***Grantwriting:*** The goal is to raise funds for Whiterock projects via grant-writing and corporate donations. The Development and Communications Director will assist the Executive Director and other staff in translating Whiterock strategic and operational plans into potential projects with developed budgets. The Director of Development and Communications will help identify and prioritize private and governmental grant opportunities for those projects; maintain a grant application calendar; and prepare, write and edit grant applications and grant reports, as required.

***External Communications:*** The goal is to increase public awareness of Whiterock, to develop a public understanding of Whiterock's mission and nonprofit status, and grow public engagement with Whiterock and the landscape we steward. Duties will include growing a quality 5,000+ person constituent database; crafting of presentation materials, newsletters, email updates, event advertising, and social media content; and development of a media presence.

***Development Planning:*** In order to effectively implement Whiterock's external strategic communication and development activities, the Director of Development and Communications will participate in ongoing strategic and operational planning, and keep abreast of Whiterock's plans and progress in farming and grazing operations; environmental monitoring and restoration efforts; and recreational and educational activities. The position will prepare and deliver periodic fundraising and communications plans, and regular progress reports towards development goals.

## **REQUIRED QUALIFICATIONS:**

- A Bachelor's Degree (Master's Degree preferred) in fundraising or non-profit administration, communications, journalism, English, marketing, the environmental sciences field or equivalent experience.
- Five to seven years successful development and communications experience with broad experience in diverse development areas, including major gifts, annual giving, planned giving, events, and corporate, foundation, and government support and working closely with board leadership and top volunteers.
- Excellent communication, interpersonal, and public presentation skills. Ability to understand and articulate the organization's mission to a multitude of audiences in a variety of forms and to work successfully with people at all levels.
- Highly organized with the ability to work effectively on multiple projects at the same time and the ability to work both independently and as a team player.
- Working knowledge of databases (Donor Perfect preferred) and Microsoft Office applications.
- "Reporter skills": Ability to know what is important about a project, conversation, meeting, or initiative and an ability to convey that message to the public, funders, and internal staff & volunteers.
- Ability to work a variable schedule, including weekends and evenings, as required.

- Ability to travel using own vehicle.

**PREFERRED QUALIFICATIONS:**

- Commitment to environmental conservation.
- Understanding of Iowa's natural and cultural history.

**WORKING CONDITIONS**

1. Normal office environment with little or no exposure to adverse working conditions for approximately 85% of work time.
2. Exposure to extremes in temperature, variation in weather, etc. when touring the grounds with potential donors, hosting donor events, working special events, etc. for up to 15% of work time.
3. No exposure to toxic or otherwise hazardous materials.

**REPORTING RELATIONSHIPS**

1. Reports to the Executive Director
2. Responsible for recruiting and supervising 10-20 fundraising volunteers.

The above is intended to describe the general content of the requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements. In no way does this job description constitute a contract, implied or otherwise.

**BENEFITS**

1. Paid vacation, sick leave, and holidays
2. Health Insurance - Whiterock pays for up to 80% of the individual employee's health care insurance package, which includes general health, dental, and life and disability.

**APPLICATIONS:** The position will be open until filled. All resumes must be accompanied with a cover letter, a writing sample (press release, letter to donors, sample pages from a grant, etc.) and must be emailed to: [sandi.yoder@mchsi.com](mailto:sandi.yoder@mchsi.com). In addition to the required electronic application, hard copies may optionally be sent to:

Sandi Yoder  
Whiterock Conservancy  
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