



Director of Development and Communications (part-time)

Position Description

February 2024

ORGANIZATION OVERVIEW

The Rivanna Conservation Alliance (RCA) is a small nonprofit working to make a big difference in the Rivanna River watershed. Our mission is to work with the community to conserve the Rivanna River and its tributaries through water quality monitoring, restoration, education, and advocacy. RCA is committed to increasing awareness and action on the values of diversity, equity, inclusion, and environmental justice within the Rivanna watershed. We are working to build long term relationships and share our resources, environmental expertise, and scientific data to help address community identified watershed needs.

RCA's professional staff work with more than a thousand volunteers each year, greatly extending our reach and impact. We also engage the community through strategic partnerships and collaborative projects with nonprofits, schools, local governments, businesses, and community groups. RCA's culture values creativity, respect, continuous learning, a can-do attitude, and a healthy sense of humor. We strive to support staff members' needs for flexibility and work-life balance, and we make sure to spend time together enjoying the places we are working to protect.

POSITION OVERVIEW

The Director of Development and Communications is a new position and will be responsible for developing and strengthening relationships between RCA and its funders and prospective funders within the Rivanna River Watershed (Charlottesville and surrounding areas) and beyond. They will lead efforts to identify, engage, cultivate, solicit, and steward funders, and will work with other staff, board members, and volunteers as needed. They will also help share the story of RCA with the community, developing and implementing short- and long-term strategies to increase awareness and support of RCA's mission and work.

Ideal candidates include those looking for interesting and meaningful work that gives back to the community, who also want a half-time, flexible schedule. A background in environmental issues is desirable, but not required.

POSITION DETAILS

- Part-time, hourly
- Average of 20 hours per week, flexible schedule, occasional evening and weekend hours required for scheduled events
- Position based in Charlottesville, VA with option for some remote work
- Reports to the Executive Director

- \$27 to \$30 per hour, commensurate with experience
- Benefits include the option to participate in RCA's 403(b) retirement plan with employer matching (after one year of employment) and four paid holidays

PRIMARY RESPONSIBILITIES

- Identify and cultivate individual, corporate, and major donor prospects.
- Develop and manage relationships with RCA funders.
- Work closely with the Executive Director and board of directors to develop fundraising strategies and goals.
- Plan and implement fundraising campaigns and prospect/donor communications (i.e. summer fundraising campaign, end of year appeal letter, major donor appeal letters).
- Identify grant funding opportunities and assist with writing grant proposals and reports.
- Monitor and analyze fundraising data to evaluate performance and adjust strategies as needed.
- Develop, adapt, and oversee all aspects of RCA's communication strategy including social media, electronic newsletters, website, year end appeal mailings, brochures, and other collateral material.
- Work closely with Operations Coordinator to create compelling print, digital, and social media content that engages the community and stewards prospective funders.

DESIRED QUALIFICATIONS

- Bachelor's degree or equivalent amount of relevant training and/or experience.
- At least three to five years of experience in fundraising, including experience soliciting donors.
- Ability to independently manage priorities, identify opportunities, think strategically, and effectively communicate our mission.
- Excellent communication skills, in writing and in person.
- Extensive computer experience and comfort using Microsoft Office Suite and Google.
- Experience using CRM software.
- Self-starter who works well independently and as a member of a collaborative team.

TO APPLY

Interested applicants should send a resume and a cover letter outlining relevant experience to exec@rivannariver.org. Applications are currently being accepted and the position will be open until filled.

Rivanna Conservation Alliance is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status, or other characteristics protected by law.