The Western New York Land Conservancy is an accredited, regional not-for-profit land trust that protects land with significant conservation values in Western New York. We envision a future in which forests, farms, meadows, and waterways are connected, cherished, and protected throughout the region. Clean air, clean water, fertile soils, and well-preserved forests will equitably support the health and well-being of future generations. In recent years, we have also been working on significant conservation projects in our cities. Everyone, no matter where they live, deserves the many benefits derived from access to nature.

Western New York is home to some of the most diverse ecosystems in North America. It borders two Great Lakes and Niagara Falls, one of Earth’s most iconic natural wonders. Rolling hills, meandering streams, and vast forests support incredible wildlife migrations, through the air, on land, and in the water. Our farm soils are some of the most fertile in the world. Our cities, towns, and villages are vibrant with activity, full of history, and are wonderful places to live.

Together with our members, we help individuals, families, and entire communities permanently protect our most cherished lands—deep woods, colorful meadows, clear creeks, and thriving farms. These places bring meaning to our lives, they support our incredible plants and animals, and they provide the food that sustains us. As the Development and Communications Director, you will work with an incredible team to lead fundraising and communications for this exciting work.
Overview

Position Title: Development and Communications Director  
Reports to: Executive Director  
Location: Remote and in Office in Western New York  
Employment Type: Exempt, full-time, 37.5 hours per week  
Application Deadline: Open until filled

The Land Conservancy seeks a Development and Communications Director to lead fundraising, communications, and outreach efforts. You will work to engage with Land Conservancy members and the greater Western New York community to cultivate donors and grow awareness about the importance of protecting land and connecting people to nature. You will serve as an integral member of the Management Team and work closely with the Executive Director to plan, develop, implement, and manage all fundraising and communications activities for the organization. You will supervise all development and communications staff and consultants.
Responsibilities

Development

- Supervise and implement the annual development plan.
- Manage fundraising solicitations, including membership renewals, the annual new membership drive, and appeals, among others.
- Supervise the preparation of all donor acknowledgment processes, including acknowledgment letters and phone calls from staff and board members.
- Lead fundraising activities for conservation projects, including fundraising activities for The Riverline, farmland protection, natural lands conservation, and restoration and stewardship work.
- Supervise the planning and implementation of specific fundraising events such as the Gala and project-specific events.
- Manage staff work on grant writing and grant reporting and take the lead on grant writing and reporting when appropriate.
- Supervise the planned giving program.
- Lead the major donor program and manage a portfolio of major donors.
- Develop and lead new donor prospecting and cultivation.
- Plan and lead all aspects of any capital campaigns.
Communications

- Supervise the preparation and implementation of the annual outreach plan and annual volunteer program plan.
- Supervise the preparation of outreach materials including press releases, newsletters, e-newsletters, the website, and social media.
- Participate in outreach events, including presentations and hikes, as needed.

Supervisory

- Supervise the Development and Communications team which currently includes a Communications Manager, a Development and Communications Manager, a Development Coordinator, and a Grants Consultant.
- Lead annual reviews for each direct report and assist each direct report in the preparation of an individual annual work plan.

Executive Director and Board Support

- Attend and participate actively in all Board meetings.
- Prepare and supervise the preparation of fundraising and communications reports for board meetings, committee meetings, and the Executive Director.
- Chair the Gala / Development Committee.
- Participate in all Management Team meetings.

Farmer, Mahamud Mberwa and his daughter at Providence Farm Collective.
Qualifications

Required Qualifications

- At least six (6) years of experience in fundraising and communications with three (3) years of experience in management.
- Demonstrated success with soliciting $10,000+ individual gifts.
- Experience in writing or supervising foundation, government, and corporate grants.
- Ability to write and communicate effectively with attention to detail.
- Knowledge and/or strong interest in conservation.
- Strong organizational skills, interpersonal skills, diplomacy, patience, and a sense of humor.
- An understanding of why diversity, equity, inclusion, and justice are vital to conservation.

Preferred Qualifications

- Experience with donor databases, planned giving, appeals, press releases, and print and digital media communications.
- Experience with land trusts or environmental conservation organizations.
- Experience working with a not-for-profit.
Compensation and Benefits

- Start Date: Summer 2023, open until filled.
- Salary: $80,000–$110,000, commensurate with experience.
- Location: Remote and office work.
- Sabbatical: After seven years, employees may be eligible to take a sabbatical of up to eight weeks.
- Additional benefits: generous health insurance (medical and dental), paid time off, simple IRA Retirement Plan with 3% employer matching contributions, and flexible schedules.

To Apply

To apply, please email a cover letter, resume, and three professional references (including someone who supervised you and someone you supervised) with “Development and Communications Director” in the subject line to jobs@wnylc.org. The position is open until filled. No phone calls, please.

We are committed to enhancing diversity and inclusion in our organization and in land conservation as a whole. Multiple perspectives and experiences help strengthen our work as an organization and enhance our relevance throughout communities currently underrepresented in the land conservation field. People of color, women, LGBTQIA+ individuals, and people with disabilities are encouraged to apply.