

Associate Director

Background:

Valley Conservation Council (VCC) is a regional, not-for-profit land trust that permanently protects land with significant conservation values in the Shenandoah and Upper James River watersheds in Virginia. Currently more than 166,000 acres of land and waterways in 11 counties of this region are under protective easements facilitated or held by VCC.

The purpose of this new position is to identify and implement strategies and tactics to increase membership and public engagement with VCC's work, and to develop a solid funding base for the organization. The Associate Director will report directly to the Executive Director, and work closely with other staff and the Board of Directors to lead membership growth, citizen engagement and communications activities, and support our development work.

The Associate Director is a full-time, exempt position.

Primary Responsibilities

Membership: Identify and implement strategies and tactics to grow our membership.

- Lead VCC's citizen engagement efforts, including volunteer activities, internships, hikes, events, citizen science, and stewardship of VCC conservation properties throughout its service area.
- Build and manage a volunteer/internship program to create a strong connection to VCC, and assist with implementation of events.

Fundraising: Assist with development and implementation of the fundraising plan, including grants to support programming.

Outreach: Coordinate VCC's marketing and communications efforts through website, social media and traditional methods.

- Oversee preparation of VCC's newsletters and e-news, and creating - in consultation with other staff - robust online communications program and coordinated website messaging.
- Lead VCC's social media strategy using Facebook and other venues to engage people from all walks of life. Design a program that connects on shared values.

Programs: Lead, coordinate and develop the Programs staff, seeking innovative, outcome-based programming that promotes partnerships with other conservation organizations to achieve our mission and goals.

- Identify and align funding sources with programs to secure grants.

Land Protection: Play a significant role in land protection outreach, identification of land conservation opportunities, completing conservation easements and ongoing stewardship of easements held by VCC.

Qualifications

A demonstrated commitment to conservation, bachelor's degree (graduate degree preferred), and five to ten years of experience in land conservation, communications and/or development.

Leadership: Proven leadership skills; can motivate others and manage teams.

- A team player with strong interpersonal skills, and the ability to inspire and work collaboratively with staff, board members, donors and volunteers.
- The ability to activate and leverage networks with individuals and groups.

Technical: Superb verbal and written communications skills; sociable in small groups and able to speak engagingly and comfortably in front of large audiences, able to write in both a conversational tone as well as more academic writing.

- Experience with design and/or implementation of a membership program; motivated, creative thinker.
- Experience with non-profit accounting and budgeting, donor management databases and event planning.
- Proficiency with Microsoft Office suite and Adobe InDesign preferred; design and photography skills are a plus.
- Proficiency with GIS and mapping are a plus.
- Proficiency with social media and website maintenance.

Personal: A strong desire to work in a small, evolving non-profit with many opportunities for personal and professional growth.

- Self-directed with a very strong work ethic; highly organized and very good multi-tasker, able to set priorities and manage time as well as multiple projects and deadlines.
- Diplomacy, patience, a sense of humor and a commitment to honoring confidentiality
- Desire, ability and foresight to take on work outside of the immediate job description when in the best interests of the organization.

Additional information:

- The Associate Director reports directly to the Executive Director. Demonstrated success in this position in the first 12 months will lead to advancement in the organization.
- VCC has limited administrative support; the individual in this position must be prepared to handle most of the administrative responsibilities of their work.

Compensation:

Salary will be commensurate with experience. Benefits begin with three weeks paid vacation, 10 paid holidays and contributions toward health insurance.

To Apply:

Apply by **e-mailing** a cover letter and resume to:

Brenda Mead, Executive Director at brenda@valleyconservation.org. **Please place “Associate Director” in the subject line.**

Applications are being accepted now and will be until the position is filled. All qualified applicants will receive consideration for employment without regard to race, gender, sex, ethnicity, religion, age, color, sexual orientation, military/veteran status or disability status.

No phone calls please.