



Woodstock
Land Conservancy

Outreach & membership coordinator Ad and job description

January 2010

The Woodstock Land Conservancy (WLC) is seeking an energetic and reliable outreach and membership coordinator to assist us in protecting more land, reaching more people, and being an effective organization for the community. 20 hours per week starting winter 2010. Work from home with periodic visits to home office of executive director in Ulster. Proficiency in Microsoft Office Suite required. Experience with databases and QuickBooks accounting software preferred. Experience in producing written materials, large fundraising mailings, and website management helpful. Familiarity with Woodstock area lands and communities a plus. Own transportation and access to Internet required. WLC will provide training, PC-based computer, and other equipment as needed. Salary high teens. Please send resume and cover letter or email describing your interest to info@woodstocklandconservancy.org by February 1, 2010. For complete job description and organizational information, see www.woodstocklandconservancy.org

Woodstock Land Conservancy Outreach and Membership Coordinator Job Description

Woodstock Land Conservancy Mission Statement

The Woodstock Land Conservancy is a non-profit organization committed to the protection and preservation of the open lands, forests, wetlands, scenic areas, and historic sites in Woodstock and surrounding parts of the Eastern Catskills.

Summary of Outreach and Membership Coordinator Position

The Outreach and Membership Coordinator is responsible for organizing and implementing outreach events, advancing WLC's membership development, maintaining and managing WLC's donor database, recruiting and managing volunteers, and assisting the Executive Director (ED) in organizational administration. Specific job responsibilities are described under "Duties" below.

The Membership and Office Coordinator will incorporate the practice and promotion of WLC's core values, which include respect, teamwork, flexibility, accountability, problem solving, a "can do" attitude, commitment to community, and professionalism. This is a ½ time (20 hours per week) position hired by and directly accountable to the ED.

Location

Home-based office in the Woodstock, New York area with periodic visits to office of ED in Town of Ulster; some meetings and field work throughout the Woodstock area and Ulster County.

Duties

Outreach and Membership/Donor Development (50%)

- Work with the ED and board of directors in planning and executing short- and long-term goals and strategies for outreach and education programming to current and new constituents.
- Organize, coordinate, and attend outreach events throughout the year, including nature walks and hikes at Sloan Gorge Preserve and other WLC properties.
- Help coordinate group visits to WLC properties.
- Work with the ED and board in planning and executing short- and long-term goals and strategies for development and fundraising, including membership, major donor, and business cultivation.
- Assist with researching and identifying individual, business, and foundation major gift prospects.
- Prepare and maintain membership and donor development calendar and provide periodic reports on annual outreach and membership goals. Prepare foundation updates and outreach materials for review, as requested.
- Work with ED and board members to coordinate, write, and prepare two donor mail appeals annually (winter and summer) and two editions of WLC's *Land Lines* newsletter (spring and autumn), including related enclosures.
- Help organize donor cultivation gatherings, events, and visits.

Database Management (35%)

- Maintain and manage WLC's GiftWorks donor database and QuickBooks accounting systems for gifts, mailing lists, and other data about development. Prepare reports and other database services as requested by the ED and the board.
- Ensure cross-training with the ED, board members, and other staff on the database system.
- Reconcile fundraising records with accounting data on QuickBooks accounting system in collaboration with the ED.

Executive Director Assistance (10%)

- Coordinate monthly board meetings and committee meetings (including scheduling and venue), creating board packets, mailings, providing refreshments, and recording minutes.
- Prepare correspondence for ED, particularly donor letters.
- Prepare materials for new board members prior to orientation.
- Record and prepare cash receipts for bank deposit. Distribute receipt and copy of deposit to Treasurer or ED as appropriate under WLC protocols. Distribute invoices and checks for payments per WLC protocols.
- Assist ED and Board with special projects and tasks as appropriate.

Volunteer Coordination (5%)

- Design, coordinate, and grow WLC's volunteer program, including attracting, training, and acknowledging volunteers.
- Ensure all necessary systems are in place to manage, communicate with, and engage volunteers for events and projects.
- Oversee volunteers at WLC events.