



Job Title: Development and Marketing Manager
Employer: Center for ReSource Conservation (CRC); Boulder, CO
Job Status: Full-time
Reports To: Executive Director
Salary: \$32,000 - 37,000 Dependant on Experience, Plus Competitive Benefits Package
Application Deadline: Open until filled (initial resume review to begin July 7, 2008)
Application Process: Please no phone inquiries. Additional information available at www.conservacioncenter.org. Questions regarding the position can be directed to kdesrosiers@conservationcenter.org and will be responded to within 3 business days. To apply, submit a cover letter, resume, and three references by mail (preferred) or e-mail to:
Center for Resource Conservation
Attn: Development Director Search Committee
1702 Walnut St.
Boulder, CO 80302
ajohnson@conservationcenter.org.

CRC Mission:
To empower our community to conserve natural resources.

CRC Vision
A thriving community that understands the finite nature of natural resources and acts to conserve them.

- Core Values**
- collaboration
 - global impact via local action
 - individual engagement is the cornerstone of conservation
 - stewardship of the organization's resources
 - practice what we preach

- Expectation for All Employees:**
Support CRC's mission, vision, and core values and exhibit a commitment to:
- Promoting innovation, excellence, and respect for the long-term sustainability of our environment.
 - Working collaboratively, with integrity and respect for fellow employees, associates, and our communities.
 - Embracing personal responsibility and accountability for your job.

Job Purpose:
The Development and Marketing Manager is responsible for working with the Executive Director to fundraise an increasing portion, currently 15% with long-term goal of 30%, of the CRC's \$1.5 million budget and to strategically increase public awareness of the CRC

brand and promote participation in the CRC's programs and events through creative marketing and public relations.

Priorities for First Twelve Months on Job:

- Learn and understand the culture of the organization.
- Work with the Executive Director and Board of Directors to develop a strategic, sustainable, long range fundraising plan.
- Plan and implement Earth Day 5k and CRC Annual Dinner.
- Maintain and improve success of current individual, corporate, and foundation development activities.
- Develop a strategic and creative marketing, public relations, and outreach plan to strengthen the CRC brand.
- Maintain and improve success of existing marketing, public relations, and outreach activities and ensure public participation in CRC energy and water conservation and waste reduction programs.

Principal Responsibilities:

Fundraising (60%):

- a. Planning
 - Assist Executive Director and Board with developing a strategic fundraising plan that ensures a diverse and sustainable funding base to support current and future levels of CRC programming.
 - Prepare fundraising synopsis and other reports as requested by the CRC's Executive Director and Board of Directors
- b. Individual Fundraising
 - Develop and implement strategies to increase membership retention and new member acquisition, including membership appeals and annual campaigns.
 - Organize and assist the Board of Directors and Executive Director with researching, developing, and implementing a major gifts program.
 - Oversee monthly membership renewals, acknowledgements, and donor recognition.
- c. Corporate Fundraising
 - Research, identify, cultivate, and maintain corporate donors.
 - Develop, implement, and solicit corporate sponsorships for CRC programs and events.
- d. Foundation Fundraising
 - Research potential funders and schedule introductory meetings as necessary.
 - With support from Senior Staff, write and submit grant proposals with all necessary supporting information.
 - Acknowledge grants and complete any necessary grant reports.
- e. Events
 - Plan and implement, with assistance from contractors as required, the CRC's Annual Dinner and Auction - the premier annual event for Boulder's environmental community.
 - Plan and implement, with assistance from contractors as required, the CRC's annual Earth Day Run/Walk and Expo – the premier Earth Day event for Boulder County.
 - Oversee sponsorship components of Boulder Solar Week and Tour of Solar and Green Homes – Colorado's largest solar tour and educational program.

Marketing, Public Relations, and Outreach (40%):

a. Marketing

- Create and execute a strategic, creative marketing plan to support the CRC and its programs and events.
- Oversee production of CRC presentations, brochures, advertisements, and other marketing pieces.
- Oversee production of Conservation Magazine two times a year and monthly e-newsletter.

b. Public Relations

- Design and implement an annual public relations campaign to support the CRC and its programs and events.
- Coordinate website content and layout.
- Cultivate and maintain media relations and serve as primary liaison between the CRC staff and the media.

c. Outreach

- Develop and implement an annual outreach plan to support the CRC and its programs and events.
- Oversee staffing and messaging for CRC booths at Farmers Markets and CRC and partner events.

Desired Outcomes:

- The CRC successfully solicits diverse and sustainable philanthropic contributions from corporations, foundations, governments, and individuals to support an annually increasing percentage of the CRC's total revenues.
- The CRC's three annual events maintain their prestige and continue to generate increasing amounts of revenue for CRC and its programs.
- The CRC brand is marketed to provide increased public awareness of the CRC and participation in its programs and events.
- The CRC, its programs, and educational messages are widely covered in local, regional, and national media.

Supervision Given:

- Hires and oversees Contractors/Consultants as needed.
- Recruits, assigns, schedules, trains, and supervises volunteers and interns as needed.

Job Interrelationships:

- CRC staff and Board of Directors
- CRC corporate, foundation, government, and individual donors

Desired Skills and Abilities:

- Familiarity with local, regional, and national individuals and foundations supporting conservation work.
- Experience with prospect identification, solicitation, grant/sponsorship writing, and donor relations.
- Expertise in the design, production, and distribution of publications.
- Experience with public relations and advertising.
- Strong project management/event management skills.
- Excellent written and oral communication skills.

- Comfortable building relationships and interacting with members of Board of Directors and community government and philanthropic leaders.
- Proficient with MS Office suite (Word, Excel, and Outlook), web based research tools, and fundraising software.

Desired Behavioral Traits and Attitudes:

Team player, outgoing, people-person, passionate, organized, detail oriented, creative, resourceful, pragmatic, critical thinker, results oriented, and self-motivated.

Environmentally concerned/aware. Passionate about the CRC's mission.

Minimum Qualifications:

- Bachelors Degree, nonprofit management or marketing/communications preferred.
- Familiarity with nonprofit organizations and fundraising and marketing tasks.
- 3 years progressively challenging work experience.

Special Requirements:

- Must have valid drivers license.
- Additional time may be required as necessary, including occasional weekend and evening work and long hours.
- Minimal travel required, limited primarily to Boulder County and Northern Colorado.