



**BORDERLANDS  
RESTORATION  
NETWORK**

## **Job Description: Development & Communications Director**

**Department:** Development & Communications

**Reports to:** Executive Director

**Job Family:** Fundraising & Fund Development

**Job Classification:** Exempt, Full-time, 36 hrs per week

**Job Level:** Director II

**Rate Range:** 10

### **Job Summary:**

The Development & Communications Director is a leadership role responsible for both advancing Borderlands Restoration Network's mission through the planning, management, and implementation of fundraising operations and strategy as well as raising awareness and building public trust through effective brand management and strategic communications planning to engage and build relationships with constituents, donors, funders, media, and the general public. The ideal candidate will have prior experience managing annual fund fundraising programs and campaigns including midlevel giving societies, monthly giving, special events, and major gift fundraising including implementing growth strategies.

**Supervises:** Development Associate, Communications Specialist

**Geographic Location:** This position is a hybrid/remote position. Candidate must be close enough to Patagonia, AZ for meetings, tours, events, and other needs.

### **Development - 40%**

- Develop and execute a multi-channel fundraising program and annual plan including direct mail, online giving, major gifts, giving societies, and planned giving
- Cultivate and maintain long-term relationships with new and existing donors
- Identify and build relationships with prospective donors
- Create and manage systems and database procedures to track and cultivate donors and prospects while maintaining high data integrity standards
- Design and administer signature fundraising and donor stewardship events
- Make direct, face-to-face solicitations
- Recruit, train, and support key volunteers to assist in development efforts
- Communicate fundraising goals throughout the organization and equip team members and volunteers to help, creating a culture of philanthropy
- Generate new ideas that increase revenue, donor loyalty, and retention
- Evaluate and report on program progress to senior management and the board
- Contribute to organizational strategic planning and policy creation

- Write or contribute to grants as needed
- Stay abreast of evolving technologies and trends

### **Communications - 40%**

- Maintain organization-wide plans that maintain brand identity and integrity across networks and
- Serve as chief editor of organizational materials and communications providing accurate, grammatically correct, error-free communications
- Track and monitor communication KPI's including engagement, media impressions, email list size/open rates, social media followers, etc.
- Draft communication plans for grants and mentor program staff regarding communication needs
- Maintain and oversee annual communications calendar supporting six program areas
- Build and track emarketing campaigns with the Communications Specialist for Borderlands Nursery & Seed and BRN
- Provide oversight and serve as primary editor of social media content on three brand channels by working with staff and Communications Specialist
- Oversee the creation of all marketing materials and external facing program materials to ensure brand standards and error-free publications
- Oversee and maintain four organizational websites ensuring error-free and current content
- Serve as editor for all BRN publications and outward-facing communications including newsletter, print newsletters, brochures, annual reports, blogs, social media, etc.
- Maintain media contacts on the regional, state, and international level
- Draft and distribute media releases and PSA's while maintaining relationships with reporters and other media outlets
- Manage ad buys and placements
- Evaluate and report on program progress to senior management and the board
- Stay abreast of evolving technologies and trends

### **Administrative & Supervisory Responsibilities- 20%**

- Recruit, interview, hire, train, and mentor department staff including the Development Associate and Communications Specialist positions
- Onboard and train all BRN staff regarding internal marketing and communications procedures and maintain training materials
- Oversee the workflow and schedules of both Development and Communications programs
- Provide constructive and timely performance evaluations and corrective actions as needed
- Draft and oversee the Development and Communications budget

### **Required Skills/Abilities:**

- Excellent verbal and written communication skills
- Excellent interpersonal and customer service skills
- Excellent organizational skills and attention to detail
- Excellent time management skills with a proven ability to meet deadlines
- Strong analytical and problem-solving skills
- Strong supervisory and leadership skills
- Intermediate to advanced knowledge of principles of donor CRM management software
- Ability to prioritize tasks and delegate when appropriate
- Ability to function well in a fast-paced environment
- Discretion and excellent judgment in handling sensitive and/or confidential information

### **Education and Experience:**

Bachelor's degree or directly related equivalent skills and experience. Minimum of five years of directly related experience in a similar role, including working at a senior level. Certified Fundraising Executive (CFRE) preferred.

**Physical Requirements:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
- The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 50 pounds.
- The noise level in the work environment is usually moderate.

*Borderlands Restoration Network is an equal opportunity employer that works in the culturally diverse, multinational borderlands. We invite and support strong voices from diverse groups of people to join us as board members, staff members, and volunteers. As an organization, we will consider all applicants without regard to race, ethnicity, economic circumstances, religion, sex, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status. For more details on how we practice equity, inclusion, and justice in our work please click [here](#).*

Last updated: Sep 19, 2023