



Berkshire Natural Resources Council

Job Posting: Director of Advancement

April 2024

Berkshire Natural Resources Council (BNRC) is a leading non-profit organization dedicated to preserving and protecting the natural landscapes and farms of Berkshire County, Massachusetts and promoting climate resilience in the region. BNRC acquires and conserves land, develops and maintains trails, welcomes diverse groups to the outdoors, and promotes environmental stewardship to ensure the region's ecological integrity and outdoor recreational opportunities for current and future generations. BNRC is committed to providing more access to the outdoors for all, and to engaging all members of our community to ensure that everyone feels welcome on the trails, and that all voices are heard and respected.

BNRC cares for the ancestral homelands of the Stockbridge-Munsee Band of Mohicans, who were forcibly displaced from the region by European colonization. These lands continue to be of great significance to the Stockbridge-Munsee Mohican Nation today. To learn more, visit mohican.com.

Berkshire Natural Resources Council (El Consejo de Recursos Naturales de Berkshire) es una organización sin ánimo de lucro que conserva el terreno, protege la vida silvestre y el hábitat, preserva las granjas locales y contribuye a mantener los exteriores de Berkshire libres y accesibles para todos. El BNRC está contratando a personal para vacancias disponibles. Aunque el trabajo que se describe a continuación se destaca completamente o casi completamente en inglés, el BNRC agradece el interés de los candidatos bilingües que puedan ayudar a la organización a ser más inclusiva en su trabajo.

Position Overview.

The Director of Advancement is a key leadership role responsible for developing and implementing strategies to advance BNRC's fundraising, donor relations, and community engagement efforts. Reporting to the President, the Director of Advancement will play a vital role in cultivating philanthropic support, building strategic partnerships, and enhancing the organization's visibility and impact, including the launch and oversight of a \$5-10 million capital campaign.

We have just adopted an ambitious strategic plan focused on maximizing climate resilience in the Berkshires and are seeking to expand fundraising to support the necessary growth to accomplish big goals.

Description.

BNRC is seeking a dynamic and experienced **Director of Advancement** to join the senior management team and direct its fundraising efforts. The ideal candidate will be a visionary fundraising leader with a proven track record in growing revenue and donor ranks, developing and implementing successful fundraising strategies, cultivating donor relationships, and meeting ambitious fundraising goals. The Director will oversee all aspects of fundraising, including individual and corporate giving; foundation, government, and institutional giving relationships; special events; co-marketing partnerships; donor stewardship; community engagement and volunteer activities, and more. Marketing and communications also falls under the purview of the Director, with support from a cross-departmental team. BNRC is contemplating launching a \$5-10 million capital campaign and will seek a Director of Advancement with the skills and experience to lead the organization to success.

Specific responsibilities include:

- Develop and implement comprehensive fundraising strategies to meet annual fundraising goals and support the organization's mission and programs—current fundraising volume around \$3 million annually and growing.
- Commitment to engaging donors from diverse communities and ensuring that all donors feel valued and included.
- Cultivate and steward relationships with board members, advisory circle members, development committee, individual donors, corporate sponsors, foundations, and other potential funders.
- Lead and manage a team of fundraising and community engagement professionals, providing guidance, support, and mentorship to ensure their success.
- Cross-departmental collaborations with colleagues in land conservation, land stewardship, and public programs to envision and fund the inspired fulfillment of the BNRC mission, and with the finance team to ensure achievement of annual revenue goals.
- Oversee the marketing and communications team to create compelling fundraising materials, BNRC marketing and educational collateral, and campaigns.

Qualifications.

The successful candidate may not fulfill every aspect of a job description. If you have some, and/or demonstrably related experience, and believe that you can bring talent and passion to this role, please feel encouraged to apply.

- 8+ years of experience in fundraising, with a track record of success in meeting ambitious fundraising goals.
- Experience making six-figure asks.

- Leadership role in a successful capital campaign.
- Knowledge of grant-writing and grant management.
- Strong leadership skills, with the ability to motivate and manage a team.
- Excellent communication and interpersonal skills, with the ability to build and maintain personal relationships with a diverse range of supporters at the local, region, state, and national level, and to engage diverse groups in conservation efforts.
- Highly collaborative, able to be a contributing member of BNRC's senior leadership team.
- Dynamic understanding of fundraising principles—including established best practices as well as emerging tactics.
- Demonstrated talent in the art of creating fundraising marketing content, and a sharp eye when editing for exacting accuracy and maximum emotional impact.
- Experience with the optimization of donor databases and fundraising software to drive progress toward both determining and achieving fundraising goals.
- Familiarity with wealth research and prospect portfolio design.
- Comfort with managing a geographically dispersed team.
- Familiarity with donor-centric and community-centric fundraising principles is desired.
- A good listener who can draw people out, an eloquent speaker for the cause, and a thoughtful host.
- A demonstrated commitment to learning about and advancing diversity, equity, inclusion, access and belonging in a conservation setting.

Compensation: \$110,000-\$130,000 depending on experience

Benefits Include:

- Medical, dental, and vision coverage
- Employer-paid life insurance and short/long-term disability insurance
- 401(k) with employer contributions
- Generous PTO (vacation/sick/personal) and 13 paid holidays per year
- Hybrid remote/office work - some office time, and one-on-one time with donors, is required
- Travel reimbursement
- A great team of coworkers in a welcoming office setting in Lenox, Massachusetts

Start date: Position available now; accepting applications until the position is filled.

To apply: The search is being managed by The Pena Network. Interested applicants should Email resume and cover letter to:

Maureen Pena/Founder/The Pena Network - penanetwork@gmail.com

BNRC is an equal opportunity employer.

BNRC does not discriminate on the basis of race, creed, color, ancestry, religion, national origin, sex, sexual orientation, gender identification and expression, age, physical or mental disability, marital status, genetic information, veteran status, being a member of the Reserves or National Guard, status as disabled or Vietnam Era veteran or status in any group protected against discrimination by federal, state, or local law.

We welcome applications from BIPOC, LGBTQ+, women, and veterans. BNRC is actively engaged in ensuring its properties are welcoming to all, and in increasing diversity, equity, and inclusion in all aspects of its work.

Though the job described above will begin entirely or almost entirely in English, BNRC welcomes interest from bilingual candidates who can support the organization in being more inclusive in its work.