



## **Chesapeake Bay Trust**

### **Development and Communications Coordinator**

**Full-Time Position: Hybrid Onsite/Remote/Travel**

Are you ready for the next step in your dynamic career in the environmental sector? Eager to leverage your people skills, organizational acumen, and communications expertise for good? Do you love the Chesapeake Bay and seek a new role that connects your work to our natural resources?

The Chesapeake Bay Trust (the Trust) seeks a Development and Communications Coordinator to play a critical role in accomplishing Trust's evolving development, fundraising, and marketing goals.

As our Development and Communications Coordinator, you will learn and serve alongside a growing team at a critical juncture at the Trust. You'll have your hand in an exciting capital campaign, a series of signature events, growth in multiple giving programs, and organizational re-brand, powerful storytelling about the Bay and its changemakers, and building coalitions among key constituencies, such as those in the automotive industry. Given plans for growth within the Trust's revenue streams and development objectives, the position itself has tremendous growth opportunities, and there is potential for advancement.

As you grow in your role, you will be proud of your marketable skills in digital storytelling, special event execution, the art and science of donor relations, and innovative relationship-building with key audiences. You will expand your professional network in and beyond the environmental sector. Finally, you will contribute to the critical work of the Chesapeake Bay Trust, the region's foremost environmental grantmaker that harnesses the power of residents and neighbors to ensure we all have healthier, cleaner, greener communities.

The Development and Communications Coordinator role is a one-of-a-kind hybrid onsite/remote/travel position. This full-time salary position (40 hours per week) requires at least 50% in-person/on-site work, some additional travel (mostly within Maryland), and some evening and weekend hours. It reports to the Vice President for Development (75%) and works closely with staff organization wide. The Chesapeake Bay Trust office is located in Annapolis, Maryland with a dedicated parking lot.

#### **Primary Responsibilities:**

The Development and Communications Coordinator position provides support for a variety of the Trust's fundraising campaigns, development operations, special events, and marketing initiatives. Responsibilities may include a combination of:

#### **Development and Communications (75%):**

- Digital Content Creation: write, edit, and/or contribute to the Trust's eNewsletters and eBlasts, social media, blog posts, event invitations, web content, and other media in service of fundraising, audience engagement, and Trust branding.

- **Communications and Storytelling:** coordinate the publication of the Trust's Annual Report and manage other large- and small-scale communications materials and branding opportunities. Support press events, media monitoring, and platforming the Trust for publicity and promotion among key audiences.
- **Donor Relations and Operations:** support the department's ongoing goals and practices in donor engagement, stewardship, and solicitation. Support and at times manage gift entry, donor acknowledgement letters, and other data hygiene in the Trust's donor database, Raiser's Edge. Leverage the donor database to coordinate donor queries, list segmentation, invitations and other mailings, financial reports, and more.
- **Special Events:** support the promotion, planning, and execution of the Trust's signature gala, Treasure the Chesapeake (annually each May), a Legislative Reception (annually each January), frequent Speaker Series convenings, donor receptions, capital campaign events, and media events. This role may support or own the gala's Silent Auction, including item solicitation, promotion, and logistics.
- **Legislators as an Audience:** support the critical engagement of Maryland General Assembly members through an annual Legislative Reception, frequent correspondence about relevant grants or press, and other opportunities.

#### **Marketing the Chesapeake Bay License Plate (20%):**

- **Relationship-Building** among car dealers, tag-and-title agents, and MVA branch managers: visit dealerships, tag-and-title agencies, and MVA branches 1-2 days per week during strategic seasons to promote the Bay Plate, empower dealers and agents to sell Bay Plate and communicate about the Trust, and provide materials and resources.
- **Marketing Materials and Tactics:** maintain inventory of relevant marketing materials. When necessary, support generation of new materials. Support implementation of digital advertising, including Google Ads, social media, and other Trust-led advertising platforms. Administer Bay Plate contests and execute other tactics to grow Bay Plate revenue.
- **Analysis:** maintain contacts and visits in database and support data analysis.

#### **Other Duties:**

- Assist as needed on projects in the Development and Marketing Departments.
- Pursue professional development opportunities with a generous PD budget.

#### **Qualifications:**

- Two or more years of experience or education in the field of development and fundraising or related field (e.g., communications, marketing, administration, business). Individuals with backgrounds in environment-related fields are welcome if the cover letter describes clearly why the candidate is interested in development and why the candidate would be a good fit for the position and the Trust.
- Proficiency in the Microsoft Office suite of programs required.
- Proficiency in graphic design (specifically In Design or Canva) and content and collateral development preferred.
- Professional or volunteer experience in special event management preferred.

- Experience in a development office and/or in database management (particularly Raiser’s Edge), a plus.

**Ideal Personal Profile:**

The ideal candidate for this position is a person:

- of high integrity, energy, and enthusiasm who is self-directed, motivated, and resourceful.
- with a strong ability to build relationships and demonstrate tact, diplomacy, and initiative when working with others.
- who displays discretion and sound judgment when dealing with confidential and sensitive material and who maintains standards of professional competence and adherence to a professional code of conduct.
- has strong writing, organizational, and time management skills.
- with excellent attention to detail, the right candidate must be exceptionally thorough and detail-orientated with the ability to analyze data, research information, problem-solve and coordinate projects.
- committed to the Trust’s growth, sustainability, and organizational goals (please refer to the Trust’s strategic plan at [www.cbtrust.org](http://www.cbtrust.org)).

**Salary:**

The starting range for this position is \$45,000-\$47,000 with an excellent benefits package, including generous professional development opportunities.

**How to apply:**

Please submit a resume and cover letter to [shiggins@cbtrust.org](mailto:shiggins@cbtrust.org) and place “Development and Communications Coordinator” in the subject line of the email. Your cover letter is the most important piece of your application: In your cover letter, please address your ability, based on your skills and experience, to accomplish the duties of this position. Please do not simply list your previous experience. What makes you a strong candidate for this position? Cover letters that do not address this question are unlikely to move to an interview phase.

Applications will begin to be reviewed immediately, though the position will remain open until filled. No phone calls, please.

The Chesapeake Bay Trust provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, or disability in accordance with applicable federal, state, and local laws. We encourage applications from people of color.