



Chesapeake Bay Trust Communications and Development Officer Full-time

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

About the Trust

The Chesapeake Bay Trust is dedicated to promoting public awareness and participation in the restoration and protection of the natural resources of Maryland and the Chesapeake Bay region, established by state government in 1985. Our work is supported by approximately 30-40 different sources, including corporate and individual donors who fall under the purview of our Development Department; Maryland's Chesapeake Bay license plate, a new merchandising online store, and several others that fall under the Marketing Department; and government partners that fall under the purview of our Program Departments.

With the funds generated from these various sources, we make approximately 350 grants per year ranging from \$100 to \$200,000+ for projects in the K-12 environmental education, on-the-ground restoration, science, and community engagement realms. Our goal is to empower groups on-the-ground to play a role in the restoration and protection of communities and natural resources. In the past decade, the Trust has increased its grant-making four-fold through new revenue streams, with current annual grant-making of approximately \$12-20 million.

Position Responsibilities

The Communications and Development Officer will play a key role on a 25-person team and will provide support for a variety of the Trust's fundraising campaigns, development operations, special events, and marketing initiatives. The position reports to the Vice President for Development, with a close association with the Marketing Officer. Given plans for growth within the Trust's revenue streams, there is room for advancement.

This full-time salary position (40 hours per week) requires at least 50% in-person/on-site work (the rest can be remote), some additional travel (mostly within Maryland), and some evening and weekend hours. The Chesapeake Bay Trust office is located in Annapolis, Maryland, with parking offered at no cost.

Responsibilities include:

Communications and Development (75%)

- **Digital and Print Content Creation:** strategize, write, edit, and/or coordinate the Trust's communications vehicles, including: eNewsletters and eBlasts, social media, blog posts, event invitations, web content, press releases and other media in service of fundraising, marketing, community engagement, and Trust branding. Lead the publication of the Trust's Annual Report.

- Special Events: Manage multiple aspects of the Trust's annual Treasure the Chesapeake Celebration each May; lead or support development and capital campaign events; and strategically re-launch and execute the Trust's quarterly Speaker Series.
- Media, Press, and Other Communications: Serve as lead for the Trust's external communications including: coordinating press events with partners or grantees; initiating media outreach; and identifying opportunities to position and promote the Trust.
- Legislative Outreach: Support the engagement of Maryland General Assembly members by managing an annual Legislative Reception in January; scheduling meetings with legislators on behalf of Trust leadership; and initiating correspondence about relevant grants and press.
- Donor Relations and Operations: Support the department's ongoing goals in donor engagement, solicitation, and stewardship. Leverage the donor database to generate donor queries, list segmentation, invitations and other mailings, financial reports, and more.

Marketing (20%)

Chesapeake Bay License Plate

The Chesapeake Bay Vehicle License Plates supplies a vital revenue stream, and the Trust maintains a relationship with about 150 automobile dealerships, vehicle tag and title agencies, and Maryland Motor Vehicle Administration (MVA) branches across Maryland who have the highest potential for bay plate purchases by customers. The Officer will assist with:

- 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 (currently spring and fall) to promote the Bay Plate and maintain a database of/reporting on those visits

Support Marketing Efforts for Additional Revenue Streams

- Promotion: maintain inventory of relevant marketing materials. When necessary, support generation of new materials.
- Multimedia: Support implementation of digital advertising, including Google Ads, social media, and other Trust-led advertising platforms. Assist with content creation calendars for various media platforms and outlets.

Other Duties (5%)

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

Qualifications

Required

- Two or more years of full-time work experience in any field.
- Proficiency in the Microsoft Office suite of programs.
- Personal vehicle and a valid driver's license (or access to a vehicle/transportation) required to facilitate travel to events and to the office

Preferred

- Two or more years of experience in the fields of communications, development, and/or marketing.
- Demonstrated and quantifiable experience in at least two of the following areas: special event management; media relations; public affairs; digital content campaigns, social media; and/or marketing on behalf of revenue streams.
- Proficiency in graphic design tools, particularly Canva or InDesign.
- Proficiency in development database management, particularly Raiser's Edge.
- Demonstrated track record of owning independent projects, defined as projects with clear quantifiable outputs with little to no daily supervision (e.g., producing content such as a program brochure), special

events (e.g., independently organizing a speaker event with 50+ attendees with little to no supervision).

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).

Salary:

The range for this position is \$50,000-\$60,000, commensurate with experience. A successful candidate meeting only the minimum requirements listed above will be offered a starting salary at the lower end of this range. A successful candidate will be considered at a higher starting salary level based on the number of preferred qualifications met from the list identified above.

The Trust also offers potential for merit-based bonuses, an excellent benefits package, professional development opportunities, and opportunities for advancement.

How to apply:

Please submit a resume and cover letter to talent@cbtrust.org and place "Communications and Development Officer" 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 submitted prior to November 28, 2022, will receive full consideration, 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.