

**Asbury Woods Partnership, Inc.  
Job Announcement:**

**Organization:** Asbury Woods Partnership, Inc.

**Title of Position:** Development and Marketing Director

**Location:** Asbury Woods Nature Center

**Date Posted:** 1/27/12

**Date Available:** February 2012

**Application Deadline:** Open until filled

**POSITION OVERVIEW:**

The Asbury Woods Partnership, Inc., has an immediate opening for a part-time (30 hours per week) Development and Marketing Director. The Development and Marketing Director manages all activities and administrative duties associated with fundraising and marketing at Asbury Woods Nature Center. Examples include the Asbury Woods annual appeal campaign, membership program, planned giving program, grant writing, web site content management, and newsletter production. In conjunction with the Executive Director and members of the Board of Directors, the Development and Marketing Director regularly meets with individuals, foundations and businesses to successfully solicit donations and sponsorships.

**ORGANIZATION BACKGROUND:**

The mission of Asbury Woods Nature Center is to provide all members of our community with opportunities to experience, study and enjoy nature. A regional asset located in Erie Pennsylvania, Asbury Woods Nature Center has presented public education programs and events for over 54 years. Over 25,000 people attend programs and over 100,000 visit the Center and trails annually. In addition to a state-of-the-art Nature Center, Asbury Woods encompasses a historic barn, and 205 acres of woods, fields and streams and 4.5 miles of associated trails.

Asbury Woods Nature Center operates through a public-private partnership between the Asbury Woods Partnership, Inc., a 501(c)(3) non-profit organization, and the Millcreek Township School District. Since its inception in 2000, the Asbury Woods Partnership, Inc., has provided an increased portion of funding for Asbury Woods Nature Center and currently provides funding for over 50% of Asbury Woods Nature Center's operating budget.

**QUALIFICATIONS:**

1. 3-5 years' experience in non-profit fundraising, including successful major gift solicitation desired.
2. Bachelor's Degree with a focus on marketing, communications, business, advertising or related field. Additional training in fundraising (CFRE or ACFRE) a plus.
3. Must have excellent interpersonal and communications skills to build positive relationships with donors, foundations and businesses to successfully solicit donations, sponsorships and grants.
4. Demonstrable ability to effectively communicate orally and in writing.
5. Demonstrable ability to write and edit promotional copy, fundraising appeals, grant applications and online materials.
6. Demonstrable computer proficiency with knowledge of Microsoft Office and donor database applications (Raiser's Edge or Donor Perfect experience a plus).
7. Excellent organizational skills to oversee sensitive donor records and annual development and media calendars.
8. Able to work on occasional weekends and evenings for special events and meetings.
9. Interest in nature/outdoor recreation a plus.

**TERMS OF EMPLOYMENT:** Competitive salary based on experience. Part-time position at 30 hours per week. Possibility of future full-time employment based on job performance and availability of funds. Five

accrued vacation days after one year of employment. Occasional evening and weekend hours required. Security/background investigation required prior to start of employment.

**APPLICATION PROCESS:**

Electronic submissions only. Please email letter of interest with salary requirements, resume, three professional references, and at least two writing samples to Jennifer Burke, Asbury Woods Partnership Executive Director at [burke@mtsd.org](mailto:burke@mtsd.org). Open until filled. For more information visit [www.asburywoods.org](http://www.asburywoods.org).

**Asbury Woods Partnership, Inc.**  
**Job Description: Development and Marketing Director**

**Organization:** Asbury Woods Partnership, Inc.

**Title of Position:** Development and Marketing Director

**Location:** Asbury Woods Nature Center

**Reports to:** Asbury Woods Partnership, Inc., Executive Director

**Hours/Week:** part-time (30 hours per week)

**Starting Salary:** Competitive salary based on experience.

**POSITION SUMMARY:**

The Development and Marketing Director manages all activities and administrative duties associated with fundraising and marketing at Asbury Woods Nature Center. Examples include the Asbury Woods annual appeal campaign, membership program, planned giving program, grant writing, web site content management, and newsletter production. In conjunction with the Executive Director and members of the Board of Directors, the Development and Marketing Director regularly meets with individuals, foundations and businesses to successfully solicit donations and sponsorships.

**ORGANIZATION BACKGROUND:**

The mission of Asbury Woods Nature Center is to provide all members of our community with opportunities to experience, study and enjoy nature. A regional asset located in Erie Pennsylvania, Asbury Woods Nature Center has presented public education programs and events for over 54 years. Over 25,000 people attend programs and over 100,000 visit the Center and trails annually. In addition to a state-of-the-art Nature Center, Asbury Woods encompasses a historic barn, and 205 acres of woods, fields and streams and 4.5 miles of associated trails.

Asbury Woods Nature Center operates through a public-private partnership between the Asbury Woods Partnership, Inc., a 501(c)(3) non-profit organization, and the Millcreek Township School District. Since its inception in 2000, the Asbury Woods Partnership, Inc., has provided an increased portion of funding for Asbury Woods Nature Center and currently provides funding for over 50% of Asbury Woods Nature Center's operating budget.

**QUALIFICATIONS:**

1. 3-5 years' experience in non-profit fundraising, including successful major gift solicitation desired.
2. Bachelor's Degree with a focus on marketing, communications, business, advertising or related field. Additional training in fundraising (CFRE or ACFRE) a plus.
3. Must have excellent interpersonal and communications skills to build positive relationships with donors, foundations and businesses to successfully solicit donations, sponsorships and grants.
4. Demonstrable ability to effectively communicate orally and in writing.
5. Demonstrable ability to write and edit promotional copy, fundraising appeals, grant applications and online materials.
6. Demonstrable computer competency with knowledge of Microsoft Office and donor database applications (Raiser's Edge or Donor Perfect experience a plus).
7. Excellent organizational skills to oversee sensitive donor records and annual development and media calendars.
8. Able to work on occasional weekends and evenings for special events and meetings.

**JOB GOAL:** Manage annual fundraising and marketing programs to secure long-term financial stability of the Nature Center.

**PERFORMANCE RESPONSIBILITIES:**

1. Manage annual fundraising program that includes annual giving, corporate sponsorships, memberships, planned giving and endowment programs.
2. In coordination with Executive Director, build positive relationships with donors, foundations and businesses to successfully solicit gifts, sponsorships and grants.
3. Implement and track progress on gift cultivation, solicitation and funds received.
4. Research, write and organize submission of assigned grants, and coordinate grant reporting with Executive Director.
5. Update and maintain annual Development Plan.
6. Coordinate all development and marketing policies, procedures, and records.
7. Manage small-scale special events during the year for cultivation and fundraising, working closely with AWP Board Development Committee. Assist with one large annual fundraiser.
8. Under direction of Executive Director oversee support staff and volunteers who assist with mailings, database maintenance and other clerical duties.
9. Develop and implement annual communications plan to strategically build public awareness of the Asbury Woods Partnership.
10. Write, edit and coordinate production of assigned publications such as electronic newsletter, website, social media, and press releases.
11. Assist program staff with related strategies and activities that enhance the public image of Asbury Woods.
12. Attend monthly board and development committee meetings.
13. Act as an Asbury Woods representative at meetings and events throughout the Erie area.

#### **AMERICANS WITH DISABILITIES ACT STATEMENT:**

External and internal applicants, as well as position incumbents who become disabled, must be able to perform the essential job functions (listed within Position Specifications) either unaided or with the assistance of a reasonable accommodation to be determined by the organization on a case by case basis.

#### **POSITION SPECIFICATIONS:**

##### Physical Demands

- Ability to sit at desk for extended periods of time
- Moderate lifting from 15-50 pounds
- Some carrying up to 50 pounds
- Manual dexterity to use office equipment
- Repetitive movement of fingers and hands for keyboarding

##### Sensory Ability

- Visual acuity to read correspondence and computer screen
- Auditory acuity to be able to use telephone
- Ability to speak clearly and distinctly

##### Work Environment

- Work is generally performed indoors. Occasional outdoor work necessary for special events, meetings and donor tours.

##### Temperament

- Ability to work as a member of a team
- Must be courteous to public and co-workers
- Must be cooperative, congenial, service oriented, and promote these qualities in the building
- Ability to work in an environment with frequent interruptions
- Must be able to withstand emotional stress
- Must be flexible and be able to tolerate many situations and personalities

### Cognitive Ability

- Ability to follow written and verbal directions
- Ability to listen to others on the telephone and in person
- Ability to complete assigned tasks with minimal supervision
- Ability to read, write and do complex computations
- Ability to use correct grammar, sentence structure and spelling
- Ability to compose clear, concise sentences and paragraphs
- Ability to work independently and make work-related decisions
- Ability to exercise good judgement in prioritising tasks, and problem solving
- Ability to communicate effectively to the public

**TERMS OF EMPLOYMENT:** Competitive salary based on experience. Part-time position at 30 hours per week. Possibility of future full-time employment based on job performance and availability of funds. Five accrued vacation days after one year of employment. Occasional evening and weekend hours required. Security/background investigation required prior to start of employment.