



DIRECTOR OF DEVELOPMENT & MARKETING

Location: Madison, WI

Midwest Environmental Advocates (MEA) is a non-profit, public interest environmental law center that works for clean water, air, land and government for this generation and the next. MEA furthers environmental justice by providing legal and technical services to grassroots community groups and through collaboration with organizational partners. MEA serves and supports communities with environmental problems while building capacity at the local level for self-advocacy because we believe that every citizen has the potential to make a difference in our environmental future.

The Director of Development & Marketing will be responsible for maintaining the forward momentum of our steady growth in private support through major gifts and membership donations as well as guiding the effective communication of our mission to build a diverse movement of people working together to protect public rights, public health, and our natural heritage.

We are seeking a creative, well-spoken, self-starter who leads just as effectively as they participate in a team. A successful candidate will build upon strong internal fundraising systems, an active fundraising & communications committee, a robust email list and close relationships with statewide media. The Director will report to the Executive Director while also working closely with the Board and management of MEA.

POSITION RESPONSIBILITIES

- Collaborate with Executive Director and Board to increase private contributions and major gifts by 10% within twelve months of hire through appeals, campaigns, and events as well as the stewarding and soliciting of substantial and major donors.
- Lead team in developing annual fundraising and membership growth plans and strategies.
- Provide leadership and support to Board Fundraising & Communications Committee including: generating monthly reports, scheduling internal and external meetings, tracking progress on goals and supporting Board engagement in meeting annual goals.
- Oversee staff and volunteers involved with maintaining and improving effective use of donor/member data systems.
- Work with staff and Board to develop a long-term strategy for growing private contributions by 15% annually over the next 5 years.
- Initiate and integrate a strategic communications plan in support of fundraising goals.
- Revisit branding package and create new or supplemental materials as needed.
- Guide an engaging 20th anniversary campaign that increases visibility throughout the state and secures funds for long-term capacity building.
- Develop relationships with media and news sources that lead to accurate and fair attribution to MEA for work done.

- Involve diverse stakeholders in the creation and implementation of a dynamic social media strategy that engages the public in supporting and furthering MEA's mission.
- Occasional in-state travel required for donor meetings and events.

DESIRED QUALIFICATIONS

- At least three years in fundraising and development work with demonstrated track record of success.
- Exceptional skills in oral and written communications with past experience using stories to engage and inspire alongside the ability to communicate complex information to a variety of audiences.
- Enthusiasm for building relationships with donors, members, and communities.
- Ability to achieve big picture goals through effective work planning and evaluation of impact.
- Strong strategic planning and problem-solving skills.
- High level organizational and time management skills with a remarkable attention to detail.
- Ability to work independently to manage multiple goals while effectively communicating and collaborating within a team structure.
- Understanding of how to translate key analytics into improved processes.
- Proficiency in social media platforms with strong copywriting skills and creativity; general graphic design experience preferable.
- Competency with Microsoft Office programs, Adobe, MailChimp and electronic databases

COMPENSATION

Compensation is dependent on experience and qualifications. In addition, Midwest Environmental Advocates offers a generous benefits package including medical, dental, long-term disability, and a retirement plan with employer match. Flexible Spending Accounts for medical, childcare, and commuter expenses are also available, as well as very generous paid time off.

HOW TO APPLY

Submit cover letter, resume and three references by Wednesday, July 25th, 2018 to advocate@midwestadvocates.org or by mail to:

Midwest Environmental Advocates
ATTN: Lauren Rudersdorf
612 W. Main St, Suite 302
Madison, WI 53703

Midwest Environmental Advocates is an equal opportunity employer. All applicants will be considered for employment regardless of race, color, religion, age, sex, sexual orientation, gender identity, national origin, and veteran or disability status.