



Job Description - Full Time Community Engagement Manager

Organization Overview:

Little River Wetlands Project (LRWP) is a 501(c)3 non-profit land trust founded in 1990 by a group of citizens concerned that 85% of Indiana's wetlands have been destroyed. Our mission is to restore and protect wetlands in the watershed of the Little River, a major tributary of the Wabash River, and to provide educational opportunities that encourage good stewardship of wetlands and other natural resources.

We protect over 1,300 acres in Allen and Huntington Counties in Indiana, including 5 wetland nature preserves and a 140-acre conservation easement on private land. Our free wetland education programs serve an average 10,000 people annually. Little River Wetlands Project has a culture of supporting each other in each of our roles within the organization.

The most important duty for the Community Engagement Manager is to be fully engaged in our mission and to be creative in ways to share our unique story with all of our stakeholders through media, graphics, events and personalized contacts. This candidate will manage donor relationships through written and verbal communications along with events.

Primary Responsibilities:

Marketing and Communications

- Create and implement a marketing plan to fully share the LRWP story with stakeholders
- Establish and lead a marketing subcommittee as part of the development committee
- Develop news releases and cultivate relationship with media contacts
- Promote staff accomplishments in newsletters
- Manage social media outlets, and increase online presence
- Manage monthly e-newsletters to stakeholders using Mailchimp
- Manage LRWP's Website using WIX and update as needed
- Manage and create content for LRWP's social media platforms
 - Develop, post and schedule across all platforms
 - Create and update events
 - Post pictures sent to info@lrwp.org
- Manage LRWP printed newsletter
- Manage photographs, graphic art needs and LRWP's image files
- Develop advertising for all events and fundraising campaigns
- Assist with all of LRWP's external communications
- Manage merchandise management, including inventory and sales

Development

- Implement comprehensive development plan with Executive Director to connect donors to our mission and increase support from individuals, corporate entities and foundations
- Manage annual “Frogapalooza” fundraising event, including event planning, auction details, logistics, guest lists, ticket sales, sponsorships, event committee, and proper documentation of all aspects of the event
- Developing marketing strategies to promote Frogapalooza and other fundraising and donor events
- Coordinate and manage annual campaign strategy and deliverables, year-end fundraising appeal, and Day of Giving
- Coordinate and manage monthly giving program
- Create and implement comprehensive development strategy to include increased support from individuals, corporate entities, and foundations
- Schedule and prepare for site visits for current and prospective funders
- Manage donor engagement, prospecting, and solicitation
- Manage all aspects of donor relations (thank yous, tours, donor events, open houses, wetland guardian program, etc. and log donations in Little Green Light)
- Create and mail handwritten thank yous for donations over of \$250 or exceeding usual donation, notify the Executive Director of donation over \$500
- Tracking donations for donors on behalf of workplace matches (FrontStream, Johnson and Johnson, GE Foundation, etc.)
- Ensure that special events hit target fundraising goals for the year
- Manage donor information with Little Green Light Donor Management software

Community Events

- Manage annual community events, including Earth Day Fort Wayne, Monarch Festival, Urban Turtle Festival, and other smaller events
 - Assist with managing event logistics, including but not limited to permits, vendor arrangements, A/V services, entertainment, registration, community partners
 - Assist with cultivating relationships with event sponsors
 - Ensure sponsorship fulfillments are met
 - Collaborate with staff on event planning and strategies
 - Supervises logistics on the day of events
- Manage LRWP presence at other organizations’ outreach events

Other

- Make and document deposits, reconcile petty cash
- Assemble reports for the accountant

- Serve as point of contact for accountant reporting Stripe/PayPal on designation of deposits
- This position works under the direct supervision of the Director of Preserves and Programs
- Other duties or projects as assigned

Qualifications:

- Bachelor's degree (required) in ideal subject matter (i.e. development, communications, philanthropy, etc.)
- Minimum 3 years professional experience fundraising, communications, special event management
- Excellent written and verbal communication skills
- Loves to handle multiple projects and tasks to completion
- Excellent organizational skills
- Detail and goal oriented
- Self-motivated
- Comfortable building relationships and maximizing relationships in person, via phone, or email
- Demonstrates creative problem solving
- Ability to work independently and with supportive team
- Willing to work occasional weeknights and weekends
- Passionate about LRWP's mission

Parameters

- Full Time (40 hours per week)
- Salaried position
- Occasional nights and weekends
- Benefits available
- Limited travel

Please submit a cover letter stating salary requirements, resume, and three references including name, relationship, phone number and email address to Amy Silva Executive Director at info@lrwp.org.

Applications will be accepted until the position is filled.