



Chesapeake Bay Trust

Development and Communications Coordinator

Full-Time Position: Hybrid Onsite/Remote/Travel

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.

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 million.

Position Responsibilities

The Development and Communications Coordinator 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:

Development and Communications (75%)

- **Digital and Print 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.
- **Special Events**: support the Trust's annual May gala; support capital campaign events; and lead the Trust's quarterly Speaker Series, including generating speaker ideas and executing the

events. As the Coordinator grows in the role, he/she/they will independently “own” more of these events or elements of the events, such as the gala’s silent auction and associated item solicitation, promotion, and logistics.

- Communications: coordinate the publication of the Trust’s Annual Report and manage other large- and small-scale communications materials and branding opportunities such as press events. As the Coordinator grows in the role, he/she/they will independently identify opportunities for Trust promotion.
- Legislative Outreach: support the engagement of Maryland General Assembly members through an annual Legislative Reception and quarterly correspondence about relevant grants and press.
- Donor Relations and Operations: support the department’s ongoing goals in donor engagement, stewardship, and solicitation. Leverage the donor database to coordinate donor queries, list segmentation, invitations and other mailings, financial reports, and more. At times, the Coordinator may assist with gift entry and donor acknowledgement, though would not be primary lead on this task.

Marketing the Chesapeake Bay License Plate (20%)

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 Coordinator 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
- Promotion: 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.

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, or two years of education in the fields of communications, marketing, administration, or business.
- Proficiency in the Microsoft Office suite of programs.
- Personal vehicle and valid driver’s license required to facilitate site visit travel

Preferred

- Two or more years of experience in the fields of development, fundraising, and/or marketing.
- Proficiency in graphic design (specifically InDesign or Canva) and content and collateral development
- Experience in special event management
- Proficiency in development database management, particularly Raiser’s Edge

- Experience with database entry, such as gift entry, and producing acknowledgements
- 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 \$45,000-\$55,000, 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 "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 submitted prior to May 16, 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.