

## **Resource Development Associate**

### **About Accokeek Foundation**

For 65 years, Accokeek Foundation has cultivated a passion for the natural and cultural heritage of Piscataway Park and commitment to stewardship and sustainability. In partnership with the National Park Service and affiliated communities, the Foundation stewards 200 acres of Piscataway Park while honoring the Indigenous people and values that shaped and continue to shape this land. Park visitors will experience the interconnectedness of all life as they come to know the historical and cultural significance and regenerative potential of the indigenous landscape that is Piscataway Park. The park is open daily to visitors of all ages who enjoy a quiet landscape for recreation and reflection. Annually, thousands of school youth visit for land-based education, learning about environmental stewardship through a historical lens.

### **Position Overview**

The Resource Development Associate is responsible for the implementation and monitoring of the Foundation's marketing and communications strategies with the goal of increasing the Foundation's visibility and credibility with target audiences. The Associate is also responsible for working with the Leadership Team to support efforts to achieve goals around development growth, donor value, and community impact.

Reporting directly to the Executive Director, this position will play a crucial role as a key member of the Foundation. Additionally, the Resource Development Associate will have direct oversight of Volunteers and/or Interns, ensuring smooth collaboration and efficient utilization of resources.

### **Responsibilities**

- *Marketing and Communications:*
  - Contribute to the development and implementation of communication strategies to enhance program visibility, engage stakeholders, and attract new supporters.
  - Manage the Foundation's electronic and social media presence, including its website, newsletter, social media, blog posts, eblasts/emails, and other media. Effectively build engagement with these tools, targeting key audiences.
  - Oversee the design and functionality of Foundation's website and ensure consistent communications messaging that is up-to-date and on-brand.

- Manage regular reporting on all communications and marketing activities, including metrics related to website, email, social campaign effectiveness, to demonstrate results against identified targets.
- Manage and collaborate with vendors and consultants as needed to support outsourced expertise, such as designers, writers, printers, mail houses, and subject matter experts.
- Organize, catalog, and maintain media archives and photo library.
- Solicit, compile and produce compelling content for newsletters, social media, campaigns, appeals, and other collateral.
- Curate content through on-site visits throughout the year, requiring flexibility in scheduling.
- Attend strategic events/meetings as requested to maintain awareness of the Foundation's working in order to create relevant content.
  
- *Development*
  - Collaborate with the Executive Director to develop and execute comprehensive fundraising strategies, meeting annual giving goals for each fiscal year.
  - Maintain up-to-date records in the Altru database, including entering gifts, sending invoices, and gift acknowledgments.
  - Develop print and other collateral to support fundraising, including annual reports, event marketing, and donor cultivation and stewardship materials.
  - Support organizational growth by prospecting, utilizing Altru tools, and reporting new opportunities to the Executive Director.
  - Perform regular database maintenance and clean-up projects to ensure data integrity and accessibility.
  - Run reports and mailing lists.
  - Print and mail donor thank you letters, invoices, gift acknowledgements, and fundraising appeals within a specific timeline.
  - Maintain policies and procedures for data entry.
  
- *Event Promotion and Support:*
  - Provide promotional support for events such as distributing posters, coordinating volunteers, tabling at events, posting on community calendars, event pages, etc.
  - Coordinate logistics information tables at community events and employee giving fairs, as part of Resource Development Team strategy.
  
- *Other: Technology*
  - Provide database expertise.

- Maintain Foundation communications-related technology including software, hardware, licenses, web and email domains.

### **Qualifications**

The Resource Development Associate should have a bachelor's degree (or equivalent); the ability to work independently on various assignments with minimal supervision; and strong organizational, marketing and business process skills. Superior interpersonal and communication skills, including excellent writing skills, are required. The Associate must have creative problem-solving skills, initiative, sound judgment, diplomacy and discretion, and the ability to maintain poise and professionalism under pressure. Work is fast-paced, team-oriented, and entrepreneurial. While the Resource Development Associate must demonstrate excellent independent decision-making skills, they also must seek and offer courageous feedback for organizational and professional growth. The Foundation's organizational culture values humility, passion, and thoughtfulness on the part of each team member. Strong computing and technology skills are required, with preference for familiarity with Microsoft 365, Blackbaud Altru, Constant Contact, Adobe Creative Suite, Canva, and similar tools. Experience with community organizing and advocacy campaigns is a plus.

- **Specific Industry Experience:**
  - Marketing/Communications: 2 years (Preferred).
  - Fundraising/Community Outreach Experience: 2 years (Preferred).

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit. The employee is occasionally required to stand, walk, use hands, and reach with hands and arms. The employee must occasionally lift and/or move up to 20 pounds.

### **Compensation and Benefits**

This is a non-exempt, full-time position offering a starting salary of \$45,000-\$50,000, with room for advancement within the Resource Development Team. Candidates must live in the DMV area and be available to work on-site with some hybrid flexibility. Accokeek Foundation provides eligible employees working a minimum of 20 hours per week a comprehensive benefits package including flexible paid time off, cost share benefit, paying 50% of health insurance premiums, retirement matching, and paid disability and life insurance.



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*Cultivating passion for the natural and cultural resources of Piscataway Park...*

**To apply:** Send a resume and cover letter describing how your experience, skills, and interests make you uniquely qualified for this position by email with the subject line “Resource Development Associate” to [info@accokeek.org](mailto:info@accokeek.org). Applications will be accepted until June 21, 2024.

Join us in our mission to inspire people to care for the land and create a more sustainable future for all.

*The Accokeek Foundation provides equal employment opportunity (EEO) to all employees and applicants for employment without regard of race, color, age, sex, national origin, religion, disability, genetics, sexual orientation, or any other characteristic or status protected by applicable federal, state, or local law.*