



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

Advancement Director

About the Accokeek Foundation

For 65 years, the 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 children visit for land-based education, learning about environmental stewardship through a historical lens.

Position Overview

The Accokeek Foundation is seeking an experienced fundraising and communications professional to provide leadership and management of the direction, planning, and execution of fundraising, marketing, and all aspects of broadening the Foundation's funding base to support a \$2 million annual operating budget. This includes oversight of visitor center operations, facility rentals, management of all marketing and communications (website, social media, email communications, print publications, graphic design and copywriting, PR, and media relations), and management of all fundraising including individual, corporate, and foundation giving. With a new strategic vision, the Foundation offers public stewardship and education activities for more than 100,000 visitors annually. Reporting directly to the President, the Advancement Director will play a critical role in partnering with the senior leadership team in strategic decision making.

Responsibilities

Development and Fundraising

- Oversee and manage all aspects of broadening the Foundation's funding base, including: the annual fund campaign, private major gifts, capital campaigns, corporate support, grants, and planned giving.
- Cultivate and steward individual and corporate donors.
- Oversee planning and execution of fundraising events.
- Research foundations, corporations and individuals to identify and evaluate prospects.
- Work with development manager and program staff to develop funding proposals for general operating support, as well as specific programs and projects.
- Collaborate with President on budgeting for revenue and fundraising expenses, analysis of revenue trends, and creating and managing a development plan that is consistent with the Foundation's strategic plan.
- Participate in board meetings, board committee meetings, and other development and outreach events outside the organization's normal operating hours. Serve as staff liaison for board development committee.

Marketing and Communications

- Develop and implement an integrated strategic communications plan to advance Accokeek Foundation's brand identity, broaden awareness of its mission and priorities, and increase visibility of its programs across key stakeholder audiences.

- Create marketing/public relations strategy that will allow Accokeek Foundation leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Oversee development of all Foundation print and digital communications for marketing, including the annual report and marketing collateral materials.
- Ensure maintenance of photo and video archives.
- Cultivate and manage press relationships, serve as a spokesperson and lead point person on media interactions, and prepare talking points, speeches, presentations and other supporting material as needed.
- Oversee the day-to-day activities of the communications function including budgeting, planning, and staff development.

Visitor Services (Gift Shop and Facility Rentals)

- Oversee the hiring, training, management, and supervision of Visitor Center staff, setting quantifiable and qualitative performance expectations.
- Ensure maintenance of accurate visitation data, generation of monthly visitor reports, and appropriate public reporting.
- Ensure effective rental coordination (inquiries, scheduling, agreements, payment, logistics, etc.) and accurate rental information and financial documentation for finance and accounting.
- Facilitate packaging of rentals with specialty tours, team building experiences, etc., to generate revenue and visibility.

Administration and Operations

- Maintain hosting services and web administration
- Ensure appropriate database administration
- Provide technical support to staff team as needed

Qualifications

- Bachelor's degree (B.A./B.S.) from four-year college or university with a concentration in English, communications, journalism, or writing, preferred.
- 3-5 years of professional experience as a fundraiser, development officer, or major gifts.
- Experience in project and budget management, and grant administration.
- Experience in supervising and managing personnel, especially in remote work environments.
- Strong oral and written communication skills.
- Detail oriented and highly organizational skills.
- Proficiency with using office computing applications, including Microsoft Office 365 software including Word, PowerPoint, Teams, and Excel.

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.



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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 **full-time, exempt position**. Compensation will commensurate with experience ranging from \$60,000 - \$70,000. The Accokeek Foundation provides eligible employees 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.

To apply: Send a resume and cover letter describing how your experience, skills, and interests intersect with the Foundation's mission work. Please send an email with the subject line "Advancement Director" to info@accokeek.org.

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.