



## **Assistant Director of Development**

### **Position Overview**

Greenbelt is seeking an enthusiastic, collaborative and experienced Assistant Director of Development to serve as a key fundraising and operational leader as we scale up our fundraising efforts. Reporting to the Director of Development and Community Engagement, the Assistant Director will manage a dedicated two-person fundraising team and play a significant role in advancing donor relationships.

Approximately **70% of the role is outward- and people-facing**, including donor and board/committee relationships, frontline fundraising, team leadership, and collaboration with organizational leadership. The remaining **30% involves fundraising strategy, systems and process management**, including pipeline and portfolio management, CRM oversight, campaign tracking and analysis, and strengthening fundraising systems and processes.

This is an active fundraising leadership role, requiring both strong relationship-building skills and the ability to lead the systems, processes and analysis that drive successful fundraising.

### **About Greenbelt**

Essex County's Land Trust since 1961, Greenbelt is a non-profit land conservation organization, protecting open space throughout Essex County. With over 23,500 acres protected, a growing staff of 22+ employees, thousands of supporters, and 300+ volunteers, Greenbelt is the most active conservation group in the region, and is a trusted community partner, serving the 34 cities and towns in Essex County.

*Greenbelt seeks a diverse pool of candidates. In addition to being an Equal Opportunity Employer, we aim to create an inclusive, equitable workplace where everyone is valued.*

## **Key Responsibilities**

### **1. Major Donor and Comprehensive Campaign Pipeline Management (25%)**

- Develop, coordinate and manage a major and principal donor pipeline, in partnership with the President and Development Director to ensure that priority prospects are actively moving through cultivation and solicitation.
- Maintain database goal-tracking system that keeps fundraisers accountable to prospect goals.

### **2. Direct Frontline Fundraising & Portfolio Management (20%)**

- Maintain and actively cultivate a focused personal portfolio of major gift prospects and campaign donors, adjusted based on campaign priorities and organizational needs.
- Conduct face-to-face visits, personalized outreach, and solicitations that reflect Greenbelt's approachable, grassroots style.

### **3. Committee & Volunteer Fundraiser Leadership (20%)**

- Lead the Development Committee, including meeting planning, agendas, work plans, member engagement and follow-up, ensuring the Committee's work aligns with organizational priorities.
- Support the Development Director in the leadership of the Comprehensive Campaign Committee, providing meeting coordination, prospect/campaign tracking and follow-through.
- Build strong, supportive relationships with volunteer fundraisers, empowering them to act as effective ambassadors and connectors for Greenbelt.

### **4. Team Leadership & Staff Management (25%)**

- Lead, supervise, mentor and support the two-person Fundraising Operations and Annual Giving team:

- **Development & Community Engagement Specialist:** Overseeing gift entry, database integrity, acknowledgements, fundraising and outreach administration, and logistical support.
- **Membership & Annual Giving Manager:** Directing annual appeal campaigns, membership acquisition/retention, business sponsorship and broad-based donor/member engagement.
- Serve as an enthusiastic manager and accessible supervisor, regularly strategizing with the Development Director on team priorities and organizational goals.

## 5. Fundraising Strategy, Systems & Reporting (10%)

- Serve as a strategic thought partner to the Development Director and organizational leadership on fundraising strategy, pipeline development and campaign execution.
- Ensure donor CRM (LGL), portfolio tracking and reporting frameworks support effective moves management and campaign decision-making.
- Maintain alignment between Greenbelt's fundraising systems and its personal, community-centered approach to donor relationships.

## Required Qualifications

- **5+ years of professional fundraising or development experience**, with demonstrated experience in major gifts, individual giving, donor cultivation and/or campaign fundraising.
- Demonstrated success **building and managing a donor pipeline**, including identifying, qualifying, cultivating, soliciting and stewarding prospective and current donors.
- Experience working with **board members and/or fundraising committees**, with the ability to build trust, provide clear direction and motivate volunteers to take meaningful action.
- **Management experience**, with a demonstrated ability to supervise, coach, develop and hold staff accountable while creating a collaborative and supportive team environment.

- Experience working with **fundraising databases/CRMs and development data**, including data segmentation, portfolio reporting and campaign tracking. Advanced technical database skills are not required.
- **Strong analytical and organizational skills**, with the ability to interpret fundraising reports and use data to identify opportunities, assess progress and inform strategy.
- Excellent written and verbal communication skills, and the ability to communicate effectively with donors, staff, board members and organizational leadership.
- Ability to work collaboratively across departments and translate organizational priorities into coordinated fundraising strategies and actions.
- Genuine interest in Greenbelt's mission and an ability to represent the organization with **warmth, authenticity, professionalism and enthusiasm**.

### Preferred Qualifications

- Experience with a **comprehensive or capital campaign**, particularly in a role involving major or principal gifts.
- Experience working in a **small or mid-sized nonprofit**, where success requires both strategic thinking and a willingness to engage directly in implementation.
- Experience with **land conservation**, environmental organizations, land trusts or other community-based nonprofits.

### Position Details:

Full time (40 hours per week) located at Greenbelt's headquarters in Essex, Massachusetts. Monday-Friday schedule, flexible daily hours, occasional weekend or evening events. Hybrid work schedule is an option, following successful onboarding. Competitive salary will be based on qualifications and includes excellent health and retirement benefits. Salary range: \$75,000- \$90,000, commensurate with experience.

### TO APPLY

Applications will be accepted until the position is filled. Interested candidates should submit a cover letter and resume as a single combined PDF to Rachel Horgan, [rachel@ecga.org](mailto:rachel@ecga.org). No phone calls please.