



Strategic Fundraising Communications Manager

The Role

Greenbelt seeks a strategic, highly organized and mission-driven communications professional to lead fundraising communications efforts, authentically shaping how Greenbelt communicates our conservation impact to donors, members, event attendees, partners, and the broader community.

The Strategic Fundraising Communications Manager will report to the Director of Development & Community Engagement, and work collaboratively across the organization, leading messaging strategies, editorial planning, digital communications oversight, outreach project management, and communications analysis.

This position combines storytelling, communications management and data-informed decision making, helping to translate complex conservation work into personable, authentic and compelling narratives, increasing connection and engagement with Greenbelt.

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 22,500 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.

Core Responsibilities & Scope

Lead Fundraising Communications Messaging and Production

- Develop and execute integrated fundraising communications strategies in partnership with the Director of Development and Community Engagement, and work collaboratively with all staff to identify stories, projects, and impact narratives that will resonate with the community and donors.
- Collaborate with Development & Community Engagement staff to implement communications messaging, including written communications, visual tools and print collateral, digital touch points and website.
- Guide editorial direction and production timelines for:
 - Print newsletters
 - Monthly e-newsletters
 - Operational fundraising campaigns
 - Annual report
 - Campaign materials and collateral
 - Website
- Create, manage and maintain a comprehensive communications calendar and project timeline, to serve as the central coordination and reference tool for staff across departments

Land Project(s) Communications Management

- Serve as lead communications coordinator and project manager for the public-facing elements of focused (4-18 month) land conservation campaigns.
- Working collaboratively with Development and Conservation staff, help implement campaign communications strategies and timelines to support fundraising and increase community awareness.
- Coordinate the development and production of project communications materials, including webpages, donation forms, maps, print collateral, mailings, digital content, and press materials.

- Help translate complex conservation projects into accessible, engaging narratives that inspire public understanding and donor support.

Website & Digital Communications Management

- Guide the organization's website communications strategy to ensure Greenbelt's mission, conservation impact, and fundraising priorities are communicated clearly and effectively.
- Evaluate website content, structure, navigation, and messaging through the lens of audience engagement, donor experience, and organizational storytelling.
- Identify opportunities to improve how Greenbelt communicates our work, and make changes as needed.
- Lead website content organization, utilizing basic web editing skills or directing the website developer.
- Ensure website communications engage the public with Greenbelt's mission.

Fundraising and Communications Analysis

- Utilize the organization's donor database and communications platforms to develop appropriate metrics to inform communication plans.
- Analyze communications and fundraising data to identify trends, opportunities, and areas for strategic improvement.

Qualifications

This position requires experience overseeing broad communications plans, creating and maintaining project management schedules, and understanding how to distill complex work into engaging, mission-driven content that drives donor and community engagement.

Core Abilities

- 5+ years of experience in communications, fundraising communications, marketing, nonprofit engagement, or related fields.
- Exceptional storytelling, writing, and editorial skills, with the ability to translate complex organizational work into clear, concise, compelling, audience-focused communications.
- Strong strategic thinking skills, shaping messaging priorities with the end goal of connecting with audiences and driving donor support.
- Demonstrated experience managing complex communications projects, timelines, and calendars across multiple departments, priorities, and deadlines.
- Highly organized and detail-oriented, with the ability to manage both long-term communications planning and rapidly evolving organizational initiatives simultaneously.
- Experience developing and implementing multi-channel communications strategies across print, digital, email, web, and campaign communications.
- Commitment to Greenbelt's mission and interest in conservation, land protection, environmental stewardship, or community-based nonprofit work strongly preferred.
- Nonprofit communications or fundraising experience strongly preferred.

Technical Experience

- Familiarity with donor/customer CRM systems and email marketing platforms required; experience with Little Green Light and Mailchimp strongly preferred.
- Experience editing and managing website content within content management systems; WordPress experience preferred.
- Analytical experience, using email marketing and database tools to evaluate efficacy of campaigns

- Demonstrated ability to manage communications timelines, workflows, and deliverables through project management software or similarly effective self-developed organizational systems.

Don't quite have all the skills and qualifications listed above? We still want to hear from you! Research has shown that some people are less likely to apply for jobs if they don't believe they meet every one of the qualifications described in the job description. We encourage you to apply, even if you don't believe you meet every one of the qualifications described, or you have a less traditional background.

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: \$60,000 - \$80,000.

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. No phone calls please.

Essex County Greenbelt is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.