



## Senior Manager, Individual & Corporate Giving

### Position Announcement

*Washington Trails Association*

Salary Range: \$70,000-80,000, depending on experience

Priority Application Date: May 17th, 2021

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### Inspiring Hikers to Create Trails for Everyone, Forever

Washington Trails Association (WTA) is the nation's largest state-based hiking and trail maintenance organization, with 25,000 members and an online community of more than 100,000. Powered by hikers for more than 50 years, WTA works to ensure Washington's trails stand the test of time, connecting people to the outdoors—from everyday adventures to backcountry explorations. WTA's strength is in its community and future success depends on fostering an inclusive organization and hiking community, where everyone feels welcome and represented.

2020 highlighted two things for us. Trails are vital to our wellbeing. And WTA's community showed up in a big way to support us. Through initiatives like the creation of the Recreate Responsibly Coalition, we provided access to trails and the outdoors when it was needed more than ever. This work won't stop, and now is an exciting time to join a growing organization working toward our vision of trails for everyone, forever. For more information about WTA's work, please [visit our website by clicking this link](#).

### An Opportunity to Power Our Work

WTA seeks an experienced fundraising and nonprofit marketing professional to oversee our individual giving and corporate partnership programs. The **Senior Manager of Individual and Corporate Giving** is responsible for the growth and stewardship of giving by individuals under \$5,000, including developing marketing strategies and segmented multi-channel campaigns to maximize unrestricted donations from WTA's general membership (up to \$499) and Fireside Circle (\$500-\$4,999). The position also oversees WTA's corporate sponsorships and workplace giving strategies.

The ideal candidate is tech-savvy, strategic, and passionate about WTA's mission, with a proven track-record of persuasive marketing, campaign management and partnership development. This is also an exciting opportunity to serve as a strategic thought partner with the Development Director and Chief Executive Officer to grow WTA's operating budget from \$6 million in 2021 to \$8 million annually over the next 5 years. The position will start remotely due to COVID-19 and will transition to the Seattle headquarters when it is safe to return in person. This is a full-time, exempt position that reports to the Development Director.

### Primary Responsibilities

#### **Donor Communications, Marketing Campaigns and Appeals**

- Oversee and implement cultivation, solicitation, stewardship, upgrades and retention of individual members and donors up to the \$4,999 level (approximately 25,000 donors)
- Support development of donor-centric communications strategies across WTA's channels including website, e-mail, social media and print channels



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- Oversee segmented, multi-channel marketing campaigns and appeals with budgets, objectives, timelines and assessment components
- Partner with communications team to set key messaging themes for direct mail and digital appeals, stewardship materials, e-newsletter and other donor communications

#### **Fireside (Mid-Level) Program**

- Build strategy for growth and retention of WTA's Fireside Circle, individuals who give between \$500 and \$4,999 annually (approximately 1,000 donors)
- Deepen stewardship program for Fireside Circle members, including tailored communications and appreciation events
- Support the Major Gifts Officer in identifying Major Gifts (\$5,000+) prospects

#### **Corporate Giving**

- Develop and oversee strategy for growing WTA's corporate giving program, including event and program sponsorships, co-marketing/branding and employee engagement
- Assist the Development Director, CEO, board members and other staff in cultivation and solicitation of corporate partners, which includes developing board portfolios, strategy and proposals
- Oversee workplace giving and corporate matching program

#### **Management**

- Hire and supervise the Individual & Corporate Giving Coordinator
- Develop and monitor annual and corporate giving budget and projections in collaboration with Donor Services Manager

### Qualifications

You would be a good fit for this position if you have the following skills or experiences:

- Passion about our vision and mission with a commitment to building an equitable organization and outdoor community
- Proven track record of developing and executing multi-channel marketing campaigns (direct mail, e-mail, web, social media) in a nonprofit setting
- Demonstrated ability to develop donor segmentation strategies (Salesforce experience a plus)
- Prior experience creating strategies to cultivate a robust and diverse donor base
- Good supervisory skills, including managing staff to high performance and encouraging individual and team professional development
- Strong persuasive communication and marketing skills, particularly in written materials
- High ethical standards and ability to maintain confidential donor information
- Demonstrated ability to work with people of diverse races, ages, genders, abilities
- Skilled project manager who can switch between multiple projects and tasks while managing multiple deadlines
- Ability to work with multiple stakeholders at all organizational levels, internally and externally
- Highly adept at fostering collaboration within and outside of their team



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### Compensation

The salary range for this position is \$70,000 - \$80,000 annually depending on experience with a generous benefits package that includes medical, dental, vision and long-term disability insurance; retirement; transit pass; and holiday, vacation and sick leave.

### WTA's Commitment to Diversity, Equity & Inclusion

WTA's development team is committed to pursuing funding from individuals and institutions that enable the pursuit of diversity and inclusion in the hiking community, equity of access to Washington's trail system and consistent reflection within our organization. People of color and others with underrepresented identities (including but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability and background) are strongly encouraged to apply.

*Washington Trails Association is an Equal Opportunity Employer and does not discriminate on the basis of age, ancestry, color, creed, gender identity, marital status, military status, national origin, parental status, political ideology, race, religion, sex, sexual orientation, the presence of any sensory, mental or physical disability, or any other characteristic protected by law.*

### To Apply

Please email a resume and a brief cover letter describing how your experience and qualifications translate to the requirements to [jobs@wta.org](mailto:jobs@wta.org). Please reference the job title "Senior Manager, Individual & Corporate Giving" in the subject line. Priority given to completed applications received by May 17th, 2021.