

GENEVA LAKE CONSERVANCY

Job Description

Position Title: Community Outreach/Fundraising Manager

Reports to: Assistant Executive Director

Description of Activities

Community Outreach (70 percent)

- Promote the Conservation@Home program through public presentations, newspapers and newsletters, virtual presentations and social media. Establish annual goals for number of visits each season and meet those goals.
- Schedule all Conservation@Home at home visits between property owners and volunteers, develop and write materials and provide follow-up. Work with volunteers to provide evaluations and feedback to adjust program as needed.
- Develop and promote activities at Helen Rohner Children's Fishing Park to engage children and families in conservation. Work with the library and Lake Geneva Fishing Club to hold meaningful lessons and story times that engage children in the natural world.
- Work with area schools to develop an annual Earth Day activity that supports their curriculum and encourages children to become involved in both outdoor and conservation activities appropriate for their age.
- Increase current membership of 700 by 10 to 20 percent annually with "friend-raising" programs that seek to boost county-wide memberships outside of the core Geneva Lake area and bring in younger members (under 40).
- Work with the Assistant Executive Director to publish the GLC newsletter and publish and distribute brochures and other materials to provide information on our nature preserves, land protection projects and education activities throughout Walworth County.
- Update the Conservancy's Website as requested

- Manage the Conservancy's Facebook page and make postings at least once weekly. Use Facebook to publicize the Conservancy's events and fundraising campaigns and to increase the Conservancy's audience.
- Post weekly news items on the Conservancy's events and activities on other social media accounts, including Instagram and Twitter, and provide a report on social media activity at each board of director's meeting.
- Write and distribute at least six news releases per year on the Conservancy's accomplishments, programs and events and track news coverage to report at each board of director's meeting.

FUNDRAISING (40 percent)

- Assist the Assistant Executive Director in the planning and implementation of fundraising events.
- Draft timely acknowledgement and thank you letters to members and donors.
- Develop relationships with our in-kind donors to provide silent auction items at GLC events.
- Create and implement new fundraising activities for the Conservancy.

Send cover letter and resume to:

janethapp@genevalakeconservancy.org