



POSITION DESCRIPTION & ANNOUNCEMENT ADVANCEMENT OFFICER

Position Description: The Advancement Officer is a full-time position that focuses on the development needs as the Delaware & Lehigh National Heritage Corridor, Inc. (D&L) continues to grow. The successful candidate will organize and ensure the smooth functioning of the day-to-day fundraising and advancement operations of the D&L from its main office in Easton. The Advancement Officer will report to the Executive Director and work closely with the D&L's leadership team to spearhead development functions. S/he will serve as the primary support link between the Executive Director and the Board and assist in the coordination of volunteers for related events and functions. The Advancement Officer will serve as a key team member. In partnership with the Executive Director, this position is responsible for managing all fundraising and development activities. The successful candidate will help forge and support relationships to build the D&L's visibility, impact, and financial resources. S/he will manage a systematic plan for developing key external alliances by cultivating individual and philanthropic support through the solicitation of major gifts, federal and state grants, special events, and corporate and foundation support. S/he will expand and diversify the organization's donor base/pipeline and work closely with other team members to secure funding for new initiatives. S/he will work closely with the board of directors as needed and support them as they take on a more active fundraising role.

Responsibilities:

- Work with the Executive Director and leadership team to develop and implement Delaware & Lehigh National Heritage Corridor's Advancement Plan, including: carrying out annual giving and major gifts programs, planning and executing special events and securing corporate sponsorships;
- Identify funding priorities and integrate development activities into Delaware & Lehigh National Heritage Corridor's operations;
- Participate in securing financial support from individuals, foundations and corporations;
- Execute a strategy based in the D&L Case for Support for a sustained base of annual individual donors and memberships;
- Create and oversee an annual calendar of activities and funding opportunities and mailings (holiday cards, application due dates, event invitations, annual fund appeals, etc.);
- Oversee staff responsible for data entry and gift processing;
- Maintain accurate and timely records of donor activity in the database.
- Provide staff support to Board Advancement Committee; prepare regular fundraising reports;
- Assist in identifying potential individual, foundation and corporate donors and grant opportunities and implement a stewardship program;
- Assist in developing and maintaining relationships with major donors and partners;

- Monitor and track staff, board and volunteer solicitation activity and serve as lead Officer of fundraising campaigns;
- Monitor all donor information; provide and present statistical analysis to board and leadership;
- Evaluate donor database to gather information for prospecting and follow through on the implementation of donor strategies;
- Prepare corporate partnership and sponsorship packages;
- Compose and produce grant applications, proposal letters, reports and other written materials;
- Develop, track and archive all proposals and related reports for all foundation and corporation fundraising;
- Assist in the development, writing and editing of publications such as program guides, annual report, event-related publications and the website;
- Regularly participate in and support organization-wide programs;
- Identify, develop, and mentor the development team; and
- Perform other duties as assigned.

Qualifications:

- Minimum 2-3 years of communications, corporate relations, development and/or fundraising experience, with knowledge of individual and corporate giving; bachelor's degree in related field;
- Outgoing personality, high energy individual with a passion for D&L mission is essential;
- Intuitive ability to construct, articulate and implement annual strategic development plan;
- Evidence of fundraising abilities over time;
- Excellent verbal, written and interpersonal communication skills;
- Ability to build, influence and engage a wide range of donors and long-term relationship;
- Proficiency in donor management software (Virtuous preferred);
- Must possess a customer-service orientation and be able to apply high customer service standards with both internal and external contacts;
- Experience in grant and proposal writing;
- Excellent organizational and time management skills with exceptional attention to detail and follow through.
- Must enjoy working with the public and understand print and electronic media;
- Ability to handle confidential information and pro-actively address issues, work independently without close oversight or as part of a dynamic team, produce under tight deadlines with multiple priorities, travel regionally, and work weekends or evening hours as needed.

Background

The Delaware & Lehigh National Heritage Corridor (D&L) preserves the historic pathway that carried coal and iron from Wilkes-Barre to Philadelphia. Today, the D&L Trail connects people to nature, culture, communities, recreation and our industrial heritage.

The D&L was established by Congress in 1988 to celebrate our nationally significant story centered on the transport of anthracite coal from the mines of Luzerne and Carbon County to the markets in the Lehigh Valley and Philadelphia.

Today, the D&L Trail is a multi-use trail spanning 165 miles from the mountains of northeast Pennsylvania, along rivers and through the Lehigh Valley and Bucks County. It's 85% complete. We are in your backyard, winding through towns, on main streets and through parks. We are passionate about preserving the environment, sharing the culture of our region and positively impacting our communities.

But the D&L isn't *just* a trail. We are a diverse organization with the ability to connect people to unique experiences in nature and the environment, community and economic impact, health and recreation, history, preservation, and education. This unique merger makes us a reliable resource, able connect you to experiences you feel good about. Along with the National Canal Museum (a Smithsonian Affiliate), we make our home in Hugh Moore Park in Easton PA. We are a 501(c)3 nonprofit organization.

Salary range is \$50,000 - \$59,000 plus benefits commensurate with experience and qualifications. Submit inquiries electronically to finance@delawareandlehigh.org on or before January 30, 2018 and note "Advancement Officer" in your subject line.

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