



ANNOUNCEMENT OF OPEN POSITION

Title of the position: DIRECTOR OF ADVANCEMENT & MARKETING

Location: Delaware & Lehigh National Heritage Corridor Headquarters (National Canal Museum), 2750 Hugh Moore Park Rd, Easton, PA 18042.

(Expect a mix of office, telework, and travel throughout the five counties for events)

Reports to: Executive Director

Type/Term of employment: Full-time, Exempt, 40-hour week

(Flexible work schedule, including evenings and weekends for programming. Anticipate 2-3 weekend days per month during high season of April – November).

Compensation: \$64,000 - \$68,000 annual salary plus benefits

HOW TO APPLY: Applications are being accepted currently. They will be reviewed on a rolling basis and position open until filled. Applications should be submitted at delawareandlehigh.org/about/team/ under Employment Opportunities.

Delaware and Lehigh National Heritage Corridor helps residents of the Corridor connect with our area's rich industrial heritage and stunning natural environment. Our work empowers residents of Bucks, Northampton, Lehigh, Carbon and Luzerne counties not just to *live* in their communities, but to invest in them and become stewards of their natural and historical resources. Through education, conservation, historical preservation, and economic development, we enrich our community now and preserve our environment and history for future generations of residents and visitors.

The Delaware & Lehigh National Heritage Corridor (DLNHC) is seeking a **proven leader and an experienced fundraiser** to join the leadership team, build strategic direction and guide a small team to operationalize & achieve philanthropic goals.

Description Summary: The Director of Advancement & Marketing is responsible for developing, implementing, managing, and evaluating the fundraising and public engagement efforts for DLNHC. This position reports to the Executive Director, collaborates with the Board of Directors, and is a member of DLNHC's leadership team. The Director is responsible for ensuring consistent branding and engaging multiple constituencies in new and ongoing fundraising activities. The Director works each year with the Board of Directors and Executive Director to create an annual work plan and goals for all development, fundraising, and communications activities then guide the four-person department to reach the goals.

POSITION RESPONSIBILITIES:

Development & Advancement:

- Actively participate in senior-level decision-making and is responsible for liaising and working closely with the leadership team and the Board of Directors on Advancement and Marketing related issues.
- Be responsible, knowledgeable of and able to apply best practices in the design and implementation of DLNHC's advancement strategies, fundraising plans, and Capital Campaigns.
- Establish solicitation priorities, manage prospect lists, and research, develop, and execute targeted cultivation plans and solicitation strategies for a range of prospects.

Communications & Marketing:

- Coordinate DLNHC's marketing, messaging, and branding efforts through oversight of Communications Coordinator position so that they support DLNHC's development goals.
- Responsible for overseeing the development of integrated strategic communications and marketing plans in support of DLNHC's advancement priorities.
- Oversee external communications activities, including community relations events, press releases, and public relations announcements.
- Ensure that all materials produced are in line with DLNHC's brand profile and strategic long-term direction.

Fundraising & Events:

- Evaluate, initiate and/or augment existing grants as well as memberships, annual, capital, and major giving efforts.
- Articulate clear and achievable goals for integrated development and donor relations, as well as lead and inspire the staff to meet and exceed development expectations.
- Ultimately responsible for the planning, creation and execution of all fundraising materials and events.
- Partner with the Board of Directors and Executive Director to actively solicit funds from engaged potential donors and funding organizations.
- Provide financial oversight for the department, including budgeting, planning and expense tracking.

Recruitment & Engagement:

- Establish and maintain strong, collaborative working relationships with varied internal and external constituencies to ensure revenue goals are met.
- Responsible for advancing DLNHC's goals by overseeing volunteer efforts and communication initiatives.

Management

- Coaches, supervises, and evaluates the advancement and marketing team and ensures staff members have the tools needed to accomplish their goals.
- Provides guidance and tracks performance against development plan.
- Explores new ideas with the team, through professional growth opportunities.

OTHER DUTIES:

- Attend and participate in monthly staff meetings and any scheduled staff retreats or staff outings
- Serve as staff liaison to the Board Advancement & Marketing Committee, scheduling meetings, providing agendas, providing Board-level reports and engaging the committee of professionals
- Other duties as assigned

Qualifications/Requirements:

- Bachelor's degree from an accredited university
- 5 or more years of professional fundraising experience within a similarly complex not-for-profit institution or an equivalent combination of education and experience
- Established record of donor development operations experience
- Successful track record of securing grants, sponsorships, membership growth, major individual, corporate, and foundation gifts
- Experience managing multiple campaigns, including capital, endowment, and special project campaigns, and initiatives
- Experience with prospect research, accounting and reporting methods
- A drive to set and meet fundraising goals
- A strong commitment to quality work and high productivity with close attention to detail
- Ability to manage people effectively
- Ability to manage many ongoing projects and priorities simultaneously
- Excellent donor relations skills
- Keen analytical skills
- Excellent communication skills
- Can work with multiple constituencies
- Able to provide leadership to the Board and volunteer support to ensure success.
- Proficiency in Microsoft Office and cloud-based donor management platforms is required, preferably Virtuoso CRM
- Ability to handle confidential records and sensitive donor information with discretion
- Excellent research, writing, editing and verbal communication skills
- Able to work independently and as part of a team
- Flexible to work weekday evenings and weekends for meetings and special events
- A valid driver's license in good standing and willingness to drive throughout the Corridor (Luzerne, Carbon, Lehigh, Northampton and Bucks counties) for work

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Work requires a variety of physical activity including standing, walking, and sitting for extended periods. The position requires the ability to work during non-standard hours when the need arises. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Scheduling Requirements: This is a full-time position during standard days and hours of work. However, the position requires the ability to work some weekends and evenings (especially April to November) to attend programs and support DLNHC activities and events when the need arises. Anticipate 2-3 weekend days per month during the high season of April to November and flex time during the weekdays to compensate.

Work Environment: The work environment described here is representative of that encountered by the employee while performing the essential functions of the job. Job duties require working in an office setting, an outdoor environment (at times in high heat, humidity, cold and/or precipitation), and occasional off-site meetings. The noise level in the office environment is usually moderate due to the open office layout with a high level of activity on phones, computers, and printers. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Background: The Delaware & Lehigh National Heritage Corridor (DLNHC) preserves the historic pathway that carried anthracite coal and iron from Wilkes-Barre to Bristol, PA. The organization 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 (via Bucks County). The D&L Trail is a multi-use trail spanning over 165 miles from the mountains of northeast Pennsylvania, along rivers and through the Lehigh Valley and Bucks County. In 2017, DLNHC merged with the National Canal Museum to incorporate the archives, museum, canal boat and educational programs into preservation and education efforts. Today, we are an AAM accredited Smithsonian Affiliate and an 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.

The Delaware & Lehigh National Heritage Corridor, Inc. (D&L) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the D&L organization complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.