

Wild Seed Project

Development and Communications Manager

About Wild Seed Project

As we face the unprecedented, urgent, and entwined challenges of the climate crisis and biodiversity loss, Wild Seed Project acts as a critical educational resource for residents, business owners, local governments, and conservation organizations in putting our collective habitat restoration and climate change mitigation goals into practice. We share information and bring people together around native plant conservation, horticulture, and the rewilding movement while providing a way for everyone to affect positive change in our local environments.

As a small and rapidly growing nonprofit, Wild Seed Project has worked to diversify our revenue streams, relying on standard fundraising supplemented by a robust sales program selling seeds of locally grown native plants and our annual publications. Our recent profile in the New York Times, paired with our highly successful Pledge to Rewild, has led to a steep increase in our membership, donor base, and customers, and we look forward to bringing on a new staff member focused on engaging and stewarding our growing community.

Wild Seed Project's office is located in North Yarmouth, Maine, approximately 25 minutes north of Portland. We are currently working on a flexible, hybrid model, with staff splitting time between home and the office. We take COVID precautions seriously and will revert to fully remote work if circumstances demand.

About the Position

Wild Seed Project is hiring a Development and Communications Manager to play a key role in sustaining the growth of our organization. This newly-created position will work closely with the Executive Director and Board of Directors to lead and expand our fundraising efforts. This will include overseeing our major gift program, managing our grants and annual appeals, and stewarding our members. Additionally, the Development and Communications Manager will manage our outgoing communications including email, social media, and our website presence. In each of these roles, the Development and Communications Manager will work closely with our Program Manager and Deputy Director. We are looking for someone who can hit the ground running with a healthy mix of experience in the field and passion for this work.

Key Responsibilities and Expectations

Development: Our development program is strong and has great potential for growth. We seek an individual who is eager to build on our current successes and identify opportunities for new funding avenues.

Responsibilities include:

- **Planning and Strategy:** work closely with our fundraising consultant and Executive Director to develop our annual fundraising calendar and overall strategy.
 - Serve as point person and holder of WSP's development strategy and calendar
 - Support Executive Director, Development Committee, and other Board members' engagement in fundraising activities
- **Annual Appeal:** we currently run a biannual appeal mailing that generates approximately 20% of our income. There is opportunity to grow this program and to add in a digital component.

- Design and implement a fall and spring mail campaign
- Develop digital giving campaigns, including selecting software to facilitate a monthly giving program
- Manage donor acknowledgment letters and other appreciations
- Manage donor data in Salesforce database
- **Major Gifts:** we implemented a major gifts program for the first time in 2020 with success. 2022 will see the start of a new strategic major gifts campaign centered around the opening of our Seed Nursery that we hope will greatly expand our major donor pool.
 - Develop a major gift strategy in partnership with our fundraising consultant and manage implementation
 - Support Executive Director and Board members in making informed asks to current and potential major donors
 - Steward major gift campaign around new Seed Nursery
- **Grants:** a relatively under-accessed resource, the new Development and Communications Manager will have an opportunity to build an intentional grant program.
 - Research and manage a grant opportunity calendar
 - Support Executive Director and Program Managers in applying for grant funds, including occasional grant application writing and coordination
- **Membership Management:** this new staff member will own our membership program, growing the membership base and expanding to new audiences.
 - Assess current membership program and make recommendations for improvement
 - Develop membership communication strategy
 - Support membership engagement activities (such as our monthly member call-in)
- **New Funding Opportunities:** explore potential new funding opportunities and determine the best use of our small team's energy. A few possibilities include:
 - Corporate Sponsorship
 - Planned Giving
 - Peer-to-Peer Fundraising
 - Fundraising Events

Communications: We have a robust following on both email and social media along with a highly trafficked website, but there is potential for growth in all areas. The new Development and Communications Manager will own all outgoing communications, relying on our Program Manager and other staff for new content creation.

Responsibilities include:

- **Storytelling:** so much of our work is in telling the story of why native plants matter. The Development and Communications Manager will play an integral role in identifying and shaping these stories in partnership with the rest of the WSP team.
- **Audience development:** through dynamic communications, identify new audiences and tailor communications to match varied interests and needs.
- **Website management:** our website is a powerful tool, chock full of valuable articles, plant lists, and event postings, but it is in need of a face lift and reorganization.
 - Manage website content updates with the support of our website consultant
 - Work with program staff to develop new website content
 - Regularly update event listings
 - Manage website redesign (tentatively scheduled for 2023)

- **Email management:** we regularly send eNewsletters and event announcements to our list of over 10,000 people.
 - Develop an email communications strategy and schedule
 - Design, organize, and manage email lists, templates and Mailchimp image library
 - Send monthly eNewsletters and monthly event updates
 - Send emails with important news or fundraising asks
- **Social media management:** we have active Facebook and Instagram accounts that regularly engage thousands of people each week.
 - Develop a social media strategy
 - Work with WSP program staff to develop and post engaging content
- **Consultant management and oversight:** we work closely with an array of consultants for graphic design, website management, and photo library management. The Development and Communications Manager will act as the primary point of contact for these consultants and provide thoughtful consideration of outsourcing opportunities, assessing the need for contracting with additional consultants for social media and other communications needs.
- **Public relations:** build relationships with other content publishers including newspapers, environmental blogs, periodical publications, and environmental partners to highlight WSP's work.
 - Be deliberate in planning opportunities for media partnerships and continue to take advantage of the growing excitement and energy around native plants
 - Leverage relationships and partnerships (such as with Patagonia Action Works) to maximize our communications reach

Desired Qualifications:

We hope a candidate will be able to demonstrate most, if not all of these qualifications:

- Skill and comfort with prioritizing and managing a large workload, including setting realistic expectations about what can be accomplished when
- Experience fundraising for small nonprofits either as a staff or Board member
- Experience managing nonprofit communications either as a staff or Board member
- Impeccable writing and communications skills
- Strong project management skills with the ability to prioritize and manage both internal and external resources
- Familiarity with development, communications and eCommerce technology: we actively use Salesforce, Adobe, MailChimp, Facebook, Instagram, YouTube, Shopify, and Google Suite
- A team player who enjoys collaborating with colleagues and volunteers
- Creative with a willingness to try new ideas and approaches
- A love of being in nature and a passion for environmental causes and addressing climate change
- Understanding of and/or willing to learn how our work intersects with the interests and priorities of marginalized communities, including Wabanaki communities
- A commitment to equity and enthusiasm around engaging in decolonization as part of our daily work

Compensation:

The Development and Communications Manager will receive a \$50,000 salary with a generous benefits package.

How to Apply:

Interested candidates should email a cover letter and resume to Andrea Berry, Executive Director, at careers@wildseedproject.net with the subject line: Development and Communications Manager. Please

submit all materials by 4pm on Friday, December 3, 2021. Review of applications will begin on November 22, 2021 and will continue until the position is filled.