

Development and Communications Manager
Rainforest Foundation – US
Position based in New York, NY

For almost 30 years the Rainforest Foundation US has worked on the frontlines of rainforest protection by partnering with indigenous peoples who have lived in and protected the forests for millennia. We have helped communities protect over 33 million acres of forest. We are dedicated to both protecting tropical rainforests in Central and South America and promoting the rights of indigenous and traditional peoples who manage and depend on these forests for their survival. We work with indigenous peoples to protect their ancestral lands, influence policy and strengthen their leadership. We are increasingly helping communities adopt affordable, user friendly technology like smart phone applications, GIS platforms and drones to map, monitor and report illegal deforestation on their lands.

Position Description:

Our small, dedicated staff has significantly increased our fundraising and communications results over the past five years. The Development and Communications Manager will leverage these results and help drive the Rainforest Foundation's next stage of growth by bringing energy and best practices to our fundraising and communications activities. Manager will raise the organization's visibility, inspire and engage existing and new audiences, and increase and diversify our base of support.

Reporting to and working closely with the Executive Director, the Development and Communications Manager will develop and execute an overall annual fundraising strategy for the organization, focused particularly on individual giving and corporate support. The Manager will be responsible for increasing the number of new supporters, as well as increasing the retention of our existing donors by implementing an effective donor stewardship program.

The Manager will also develop and execute a communications plan that includes the organization's website and social media, as well as traditional press, promotional and marketing materials. They will be responsible for idea generation, brand management, community building, content and campaign creation, event promotion, and media relations.

For this position we seek an experienced fundraiser, writer and storyteller with an excellent grasp of fundraising and communication trends. This individual should have a proven track record of developing and managing donor relationships. They should be proficient at developing and managing on-line content, building online communities, managing social media campaigns, and marketing a brand across multiple mediums.

We seek a self-starter who is passionate about finding creative ways to help the Rainforest Foundation achieve its goals.

The Development and Communications Manager will report to the Executive Director. Position is based in our home office in NYC.

Responsibilities:

- **Individual Fundraising:** Develop and execute a plan to steward and solicit the organization's existing individual donors based on fundraising best practices, as well as cultivate and solicit new prospects. Significantly grow the organization's recurring donor program.
- **Corporate fundraising:** Develop strategies to identify, cultivate, solicit and steward a diverse portfolio of potential corporate partners. Produce pitch decks and end of year reports as needed. Write proposals for corporate funding opportunities. Represent the organization at corporate events.
- **Development Operations:** Oversee all incoming donations and outgoing acknowledgement letters to ensure appropriate tracking and timely follow-up. Manage donor database with accuracy and efficiency. Maximize use of donor database for donor cultivation and stewardship, including trend analysis and donor reports.
- **Content Development and Management:** Collaborate with staff and our partner organizations in Latin America to develop newsworthy, dynamic and engaging content in a range of written and visual media that effectively reaches and activates target audiences. Collaborate with allies on media and outreach campaigns.
- **Website & Social Media:** Develop, manage, and lead content creation that is engaging and highly shareable across all platforms. Expand upon online and social media opportunities to increase awareness of the Rainforest Foundation and drive donations. Set and achieve goals for community engagement and growth.
- **Email communications/online fundraising:** Develop engaging content for emails to our supporter list that fits into our overall communications plan, increases community engagement, and drives online donations.
- **Events:** Develop strategic alliances with companies and other nonprofits on external events to expand our network in target audiences. Manage the development and production of a small number of donor cultivation and stewardship events throughout the year.
- **Media Relations:** Share relevant story ideas and materials with journalists on an ongoing basis. Utilize a wide range of communications to maximize media coverage. Create targeted media lists. Cultivate relationships with key reporters/journalists and

communications staff at other nonprofits. Track and analyze the quality and quantity of media coverage. Support our partner organizations in Latin America in media relations and outreach.

Must Have Qualifications:

- A bachelor's degree
- Advanced Spanish language skills
- Minimum of 5 years of experience in fundraising and/or multi-channel content creation
- Strong understanding of major donor fundraising best practices
- Highly creative, sophisticated writer with proven success in creating content that draws an audience and/or raises significant funding.
- Exceptional critical thinking and organizational skills
- Ability to self-motivate, self-manage and deliver on a set of goals involving diverse contributors
- Thorough working knowledge of web-based communications tools and best practices
- Proficiency with web development software (WordPress or other)
- People oriented, natural networker, and demonstrated ability to develop strong and effective working relationships with the media and/or donors
- Ability to effectively manage multiple simultaneous activities.
- Ability to thrive in an environment that encourages innovation, entrepreneurialism, and adaptation as a way to achieve results
- A passion for our work to protect forests and support the rights of indigenous peoples and an ability to get others excited about what we do.

Application Process

Rainforest Foundation US is an Equal Opportunity Employer and we value diversity. All employment is decided on the basis of qualifications, merit and organizational need.

To Apply: Available immediately. Salary commensurate with experience. Interested candidates should e-mail resume, cover letter, and salary requirements to: jobs@rffny.org no later than May 24th, 2019.