



## **Position Description**

**Position Title: Director of Development & Communications**  
**Position Status: Full Time/Exempt (40 hours/week)**  
**Reports To: Executive Director**

## **About Friends of the Riverfront**

Build safe, clean, and accessible riverfront trails as part of the Three Rivers Heritage & Water Trail Network to create and maintain an outstanding experience for trail users while providing economic, environmental, and health benefits to the Pittsburgh region. We encourage and hire employees that exhibit a positive attitude and enthusiasm for our work. Learn more at [FriendsOfTheRiverfront.org](http://FriendsOfTheRiverfront.org).

## **Organizational Values**

**Include:** Support and promote a diverse and inclusive trail community

**Lead:** Proactively seek out and collaborate with diverse partners and communities

**Be Kind:** Foster a culture of appreciation and service

**Have integrity:** Be accountable to trail users and partners

**Make a Difference:** Passionately advocate for publicly accessible riverfronts and trails

## **Job Summary**

The Director of Development & Communications will be responsible for managing and growing revenue through individual giving, corporate sponsorship, institutional giving, and public grants. The Director will also be responsible for developing and guiding the overall communications strategy for the organization.

## **Essential Duties and Responsibilities**

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

### Development

- Develop and execute a 3-year Development Plan that aligns with our 2022-2025 Strategic Plan
- Support the Executive Director to develop the annual budgets
- Develop and implement a major donor and legacy gift program and cultivate those relationships
- Work closely with the Board of Directors on fundraising initiatives, attend board meetings, and development committee meetings
- Develop and manage a limited number of annual fundraising events
- Identify new grant and funding opportunities for general operating funds and project funds
- Along with the Executive Director, manage the institutional giving portfolio, including monitoring execution of grant requirements and reporting
- Grow the Corporate Sponsorship Program through strategic partnerships and benefits
- Support the Trail Stewardship Manager to develop, promote, plan, and execute corporate-focused volunteer events, including soliciting and sustaining corporate donations
- Develop and implement a system to fund capital projects identified in the organization's strategic and annual plans. Projects may include trail amenities, upgrades, repairs, and development
- Train staff and administrative volunteers on how to use our donor database system (Bloomerang)

### Communications

- Develop a communications plan that supports the Development Plan and Strategic Plan. Oversee its implementation along with staff, including but not limited to social media posts, blog and newsletter content, and event communications
- Hire and manage a Trail Experience Coordinator whose position will focus on trail promotion, including trail user outreach and engagement, as well as communications management
- Manage communications interns & administrative volunteers

- Manage external marketing firm
- Represent Friends of the Riverfront at various public activities including conferences, tabling events, stewardship events, member events and other special events
- Act as an ambassador for Friends of the Riverfront for all programming

#### Additional

- Support overall well-being of Friends of the Riverfront's facility and organization through various, as-needed tasks

#### **Skills and Qualifications**

- Demonstrated fundraising experience related to individual giving, corporate sponsorship, and institutional giving
- Experience in managing and implementing a successful, comprehensive fund development program and an annual development work plan to achieve goals
- 5+ years of experience in non-profit or business development, communications, and/or marketing.
- Ability to develop budgets and monitor budget-to-actual activity
- Strong communications and interpersonal skills to effectively work with staff, volunteers, donors, corporate partners, and trail users
- Experience supervising staff and/or interns
- Excellent attention to detail and organizational skills
- Able to work efficiently and independently
- Must be reliable and systematic in work habits
- Able to react to change productively and handle other essential tasks as assigned
- Able to pass a background check (a finding on the criminal background clearances is not an automatic disqualification, but rather a conversation starter)
- Familiarity with CRM systems
- Familiarity with website design and maintenance
- Enthusiasm for outdoor recreation and trails!

#### **Benefits**

- Medical, Dental, Vision Insurance Stipend
- Life Insurance
- 15 days of vacation, increasing with additional years of employment
- 11 paid holidays, plus a paid holiday break between Christmas Eve and New Year's Day
- SIMPLE IRA retirement contribution after one year of employment
- \$33/month cellphone stipend
- \$1000/year professional development budget

#### **Working Conditions**

- Friends is a hybrid at-home/office work environment. Some in-office work is expected
- Some weekend and evening hours are required to attend events
- Some travel within Allegheny County is necessary to attend events

This is a full-time, exempt position starting as soon as possible. The salary is \$60,000. The position reports to the Executive Director. To apply, please send a resume and a compelling cover letter to [friends@friendsoftheriverfront.org](mailto:friends@friendsoftheriverfront.org). We accept applications on a rolling basis through July 15 and they will be considered until the position is filled.

*As an equal-opportunity employer, Friends of the Riverfront prides itself in celebrating diversity and does not discriminate in any of its programs, policies, procedures, or employment practices on the basis of race, color, national origin or ancestry, citizenship status, religion, sex, pregnancy or related medical condition, gender identity, sexual orientation, age, physical or mental disability, or any other characteristic protected by law. Friends of the Riverfront is a 501(c)(3) Non-Profit Pennsylvania Corporation.*