



JOB DESCRIPTION DIRECTOR OF EXTERNAL RELATIONS

About CCALT

For more than 28 years, the Colorado Cattlemen's Agricultural Land Trust (CCALT) has created innovative conservation solutions for Colorado's working lands. It is our mission to *conserve Colorado's western heritage and working landscapes for the benefit of future generations*. Our work has permanently conserved almost 800,000 acres of open space, natural habitat, and productive agricultural land across the state. This is an organization that embraces change and is an industry leader in the development of innovative programs.

Culture

CCALT's culture inspires innovation, creativity, and success and supports and promotes personal and professional development. It is a culture that is inclusive, fun, supportive, and flexible. The CCALT culture is based on the following values: Authenticity, Creativity, Learning, Service, Integrity, Accountability, and Teamwork.

To Apply: Interested parties should email a cover letter, resume, and writing sample to Erik Glenn at eglepp@ccalt.org by 5:00 pm on March 25, 2024.

Position Summary:

The Colorado Cattlemen's Agricultural Land Trust (CCALT) is seeking a Director of External Relations to join our Management Team. This pivotal role will lead the External Relations Department, encompassing fundraising, events, communications, and strategic partnerships. The Director of External Relations will champion CCALT's mission by enhancing our relevance, outreach, and communication efforts, and spearheading our fundraising initiatives. This is an external-facing position that will represent CCALT throughout the community and the state. This position offers an exciting opportunity to shape the future of Colorado's agricultural land conservation efforts.

Key Responsibilities:

Leadership: Direct the External Relations Department, ensuring a collaborative team environment that values trust over micromanagement. Develop and implement annual scorecards for the department and individual staff. Provide ongoing coaching for every employee of the External Relations Department and conduct annual performance reviews. Work cooperatively with CCALT leadership on the development and implementation of strategic planning and budget management. The Director of External Relations will be responsible for developing the External Relations Department's budget priorities.

Fundraising: Lead the development and implementation of a dynamic fundraising and donor stewardship strategy. The strategy shall include individual, corporate, and planned giving. The strategy should be built off of an analysis of CCALT's donor portfolio. Manage a major donor portfolio and coordinate with the Executive Director and Board of Directors on donor engagement. Ensure compliance with CCALT's Gift Acceptance Policy and legal and regulatory fundraising requirements and stay abreast of best practices. Ensure effective deployment of CCALT resources towards fundraising and donor stewardship including, but not limited to,

broader and more effective use of Salesforce.

Communications: Oversee the development and execution of a comprehensive communications strategy. Along with the Executive Director, act as one of the two designated spokespersons for larger media interactions. Work closely with the Executive Director and the Communications and Design Manager to integrate core messages into public policy initiatives.

Grant Management: Support the Data and Grants Manager in ensuring proper documentation, compliance, and administration of grants.

Outreach: Lead the development and implementation of an outreach strategy in collaboration with Regional Managers and the Events and Fundraising Coordinator. Engage in statewide outreach efforts and manage relationships with strategic partners.

Program Development: Oversee the development and implementation of the Forever Colorado program, coordinating with outside vendors as necessary.

Required Skills and Qualifications:

Experience: Minimum of 5-7 years of management/team leadership experience. Experience with fundraising, business development, and communications is preferred.

Leadership: Demonstrated ability to lead a team, inspiring them to achieve and exceed goals.

Communication: Exceptional written and verbal communication skills, with the ability to engage a variety of demographics and audiences.

Strategic Thinking: Ability to develop and implement strategies aligned with organizational goals.

Diplomacy: Tactful, possessing ability to work with high degree of personal and professional initiative and can maintain confidentiality.

Innovation and Creativity: A forward-thinking approach to fundraising, communication, and outreach strategies.

Problem-Solving: Aptitude for addressing complex issues with effective solutions.

Technical Proficiency: Familiarity with Salesforce, Adobe Creative Suite, Microsoft Office.

Adaptability: Flexible and adaptable to changing circumstances and diverse working conditions.

Cultural Awareness: Commitment to advancing the organizational culture and values of CCALT.

Education: Ongoing willingness to engage in education focused on best practices in relevant fields.

Travel: Ability to travel regularly, including evenings and multi-day trips.

Reporting: This position will report to the Executive Director.

Location: Lakewood, Colorado.

Salary and Benefits: *Range: \$85,000 - \$115,000 (based on experience); this position is eligible to participate in the CCALT's annual incentive pay plan, the amount of incentive pay varies and is subject to the standard terms and conditions of the incentive program; flexible work environment; paid time off; retirement plan, employee health insurance (dental and vision insurance available at a cost to the employee).*

The Colorado Cattlemen's Agricultural Land Trust is an equal-opportunity employer.