



MANAGER OF EXTERNAL RELATIONS

About CCALT

Celebrating its 30th Anniversary in 2025, the Colorado Cattlemen's Agricultural Land Trust (CCALT) is recognized for excellence and innovation in delivering 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. To date, our work has permanently conserved more than 800,000 acres of open space, natural habitat, and productive agricultural land across Colorado. CCALT is an organization that embraces change and leads the industry in the development of innovative programs and strategic partnerships that expand the impact of our work with landowner-partners.

Summary of Position:

The Manager of External Relations is responsible for leading CCALT's fundraising and outreach activities in Northwest Colorado (principally Routt County, Moffat County, and nearby locations) across the following areas:

- Philanthropic Giving and Resource Generation
- Community Partnerships and Events
- Strategic Communications

In addition, the incumbent will support the Director of External Relations in the advancement of CCALT's broader statewide objectives related to fundraising, brand development, and increasing the relevance of and support for working lands conservation.

Responsibilities:

Philanthropic Giving and Resource Generation

Oversee the development and implementation of CCALT's regional fundraising and donor relations strategies, with a primary focus on Northwest Colorado. This will include individual giving, planned giving, campaign development and management, and corporate partnerships.

The Manager of External Relations will manage and maintain a specific major donor portfolio and coordinate with the Director of External Relations, Executive Director, other CCALT staff, Advancement Committee, and Board of Directors, as necessary, on donor visits and specific donor engagements.

The Manager of External Relations will be responsible for the planning and execution of designated fundraising campaigns, including: CCALT Annual / Fall Appeal, CCALT Spring Appeal, and Colorado Gives Day. The incumbent will also identify opportunities for additional fundraising campaigns and execute those campaigns.

Community Partnerships and Events

Oversee the development and implementation of CCALT's community outreach strategy, with a primary focus on Northwest Colorado. This will include the management of events in consultation with the Events and Fundraising Coordinator and the development of relationships with strategic partners based in Northwest Colorado. The Manager of External Relations is expected to participate in regional working groups and attend relevant meetings, networking events, and other events hosted by industry partners. This position will also serve as the staff liaison to the Northwest Colorado Advisory Committee.

Strategic Communications

The regional office provides CCALT with an opportunity to keep a pulse on the communities and current events of Northwest Colorado, allowing for more informed engagement and response. The Manager of External Relations will support the Communications and Design Manager in the development and implementation of the Northwest Colorado communications strategy and ensure it is aligned with CCALT's broader organizational communications strategies. Communications include print, direct mail, web, and social media content. The Manager of External Relations will also be responsible for developing relationships with local media and coordinating with the Communications and Design Manager, the Director of External Relations, and the Executive Director on organizational responses to local media inquiries and issues of significance.

Leadership

The Manager of External Relations will support the Director of External Relations, Executive Director and Advancement Committee Chair in managing activities of the Advancement Committee and, from time to time, the Board of Directors.

Administrative Responsibilities

The Manager of External Relations will support office administration and related work associated with management of the Steamboat Springs office.

Conservation Responsibilities

The Manager of External Relations may be asked to assist in the monitoring of conservation easements in Northwest Colorado, as designated by the Director of Conservation and approved by the Director of External Relations. The Manager's monitoring responsibilities should be strategic in nature and not conflict with other duties, particularly in the areas of Philanthropic Giving and Resource Generation.

Required Skills:

- *Philanthropic Giving and Resource Generation* – an understanding of effective philanthropic giving strategies, along with confidence and comfort in soliciting gifts for fundraising purposes.
- *Campaign Management* – an understanding of how to effectively design and manage successful fundraising campaigns.
- *Support* – ability to support the Director of External Relations and Executive Director in implementing the strategic plan that advances the mission of CCALT and the goals of the External Relations Department, Advancement Committee, and Board of Directors.
- *Relationship Management* – ability to successfully build and manage effective working relationships with landowners, community partners, staff members, Board members, and donors.
- *Cultural Awareness* – willingness to embrace, support, and advance the organizational culture of CCALT as defined through its RISE principles: Responsibility, Integrity, Synergy, Empowerment.
- *Independence* – comfort working in a satellite office environment, but in full alignment with team members in other locations.
- *Strategic Thinking* – ability to develop and implement effective strategies for fundraising, outreach, and strategic communications in Northwest Colorado that are aligned with CCALT's wider organizational strategies.
- *Creativity* – ability to think outside the box and challenge the status quo.

- *Innovative* – ability to develop new fundraising, outreach, and communication strategies and campaigns.
- *Problem Solving* – ability to solve complex, multidimensional problems.
- *Resiliency* – confidence and determination necessary to quickly bounce back from setbacks or adversity.
- *Accuracy* – ability to manage projects with accuracy and attention to detail.
- *Communication skills* – ability to write and communicate clearly and efficiently with a variety of audiences across multiple platforms.
- *Teamwork* – understanding of the importance of teamwork and willingness to pitch in where needed, even if it is not specifically within the job description.
- *Passion* – ability to passionately convey the key messages, objectives, and goals of CCALT to stakeholders and partners.
- *Active Learning* – interest in continually expanding knowledge base and professional skills.
- *Adaptable* – ability and willingness to adapt to changing circumstances.

Salary and Benefits:

Salary and Benefits: Range: \$60,000-\$65,000 (based on experience); flexible work environment; paid time off; retirement plan, employee health insurance (dental and vision insurance available at a cost to the employee)

Reporting:

This position reports to the Director of External Relations.

Location:

The preferred location for this position is Steamboat Springs, Colorado. Consideration may be given to candidates based on the Front Range of Colorado (greater Denver area) but who would frequently work from Steamboat Springs.

Minimum Requirements:

- 1-3 years of successful fundraising and / or strategic communications experience. Demonstrated understanding of effective philanthropic giving strategies and track record of success in resource generation.
- Excellent written, verbal, organizational, and interpersonal communication skills.
- Proficiency with Salesforce, Adobe, Word, Excel, and PowerPoint.
- Able to travel regularly, including overnight and multi-day travel.
- Tactful, possessing ability to work with high degree of personal and professional initiative and maintain confidentiality. Personal reliability and regular attendance is essential.
- Comfort working independently in a satellite office environment, but in full alignment with team members in other locations.
- Knowledge, appreciation, and respect for the people and values of rural Colorado; in particular, Northwest Colorado. Familiarity and/or interest in agricultural issues is preferred. Most important is a sincere interest in these issues, with sensitivity and appreciation for the diverse interests and values of others.

To Apply:

Please email your cover letter, resume, and contact information for at least two references in ONE document with "Manager of External Relations" in the subject line to Haden Cuningham at haden@ccalt.org. The application period for this position closes at 5:00 p.m. MT on Friday, January 31, 2025. This position has an anticipated start date of March 10, 2025.

Equal Opportunity Employer:

CCALT is an Equal Opportunity Employer. All applicants are evaluated for the positions they apply for without discrimination based on gender identity or expression, race, color, religion, creed, national origin, ancestry, age, marital status, disability, sexual orientation, genetic information, pregnancy, or other characteristics protected by law. CCALT will provide accommodation for individuals with disabilities during the interview process. For assistance, please call (303)-225-8677 or email Haden Cuningham at haden@ccalt.org.