



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 810,000 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 advancing CCALT's broader statewide objectives related to fundraising and brand development while increasing awareness and support for working lands conservation in Colorado and beyond.

Responsibilities:

Philanthropic Giving and Resource Generation (70%)

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

The Manager of External Relations will manage and maintain a designated donor portfolio while working in close coordination with the Director of External Relations, to whom this position reports, in identifying new donor prospects and stewarding existing donors. The Manager of External Relations will also coordinate efforts with the Executive Director, other CCALT staff members, the CCALT Advancement Committee and Board of Directors on donor visits and other opportunities for donor engagement.

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 / new fundraising

campaigns and manage those campaigns.

Community Partnerships and Events (10%)

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 coordination 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.

Strategic Communications (10%)

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 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 Manager, Director of External Relations, and Executive Director on organizational responses to local media inquiries and issues of significance.

Leadership and Governance (5%)

The Manager of External Relations will support the Director of External Relations in managing the activities of the Advancement Committee.

Administrative Responsibilities (5%)

The Manager of External Relations will support office administration and other related duties connected to operations in the Steamboat Springs office.

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 achieves the strategic goals of the External Relations Department, Advancement Committee, and Board of Directors.
- *Relationship Management* – ability to successfully build and maintain effective working relationships with landowners, donors, community partners, staff members, Committee members, and Board members.
- *Teamwork* – understanding and appreciation of the importance of teamwork and willingness to pitch in as / where needed, even if it is not specifically within the job description. Comfort working independently in a satellite office environment, but in full alignment with team members based in other locations.

- *Cultural Awareness* – willingness to embrace, support, and advance the organizational culture of CCALT as defined through its RISE principles: Responsibility, Integrity, Synergy, Empowerment.
- *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 communications 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, attention to detail, and adherence to deadlines.
- *Communication skills* – ability to write and communicate clearly and effectively with a variety of audiences across multiple platforms.
- *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); this position is eligible to participate in CCALT's annual incentive pay plan, where 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).

Employment Type: Full-Time

Employment Classification: Exempt

Reporting:

This position reports to the Director of External Relations.

Location:

This position is based at the CCALT office in Steamboat Springs. The incumbent will be expected to periodically travel to Denver for meetings and other engagements at the CCALT Headquarters, as well as to other parts of Colorado for fundraising and outreach activities. This is a hybrid role.

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.

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 Cunningham at haden@ccalt.org. The application period for this position closes at 5:00 p.m. MT on Friday, August 22, 2025. This position has an anticipated start date of late September / early October 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 Cunningham at haden@ccalt.org.

CCALT SOCIAL CONTRACT

The Social Contract is intended to describe the Colorado Cattlemen's Agricultural Land Trust's (CCALT) culture, codify expectations, and guide its relationships between employees. CCALT staff agree to uphold Social Contract.

Culture

Our culture shall inspire innovation, creativity, and success. It shall be a culture that attracts and retains highly talented individuals. It shall be a culture that is inclusive, fun, supportive, and flexible. It shall be a culture that celebrates both individual and organizational achievements. We will take the necessary time to celebrate our accomplishments and encourage each other to strive to be the best we can be every day. Our culture will be based on the foundational principles outlined below, which every employee of CCALT shall commit to upholding.

The RISE Principles

Responsibility

Responsibility embodies the commitment to self-driven accountability and the understanding that our actions and decisions significantly impact the collective success of our endeavors. Each team member is encouraged to internalize their role in achieving our shared goals, recognizing that accountability begins within. This principle is not just about fulfilling tasks; it's about owning the outcomes of our work, learning from our experiences, and continuously striving for excellence. Through personal accountability, we ensure that every effort is made towards facilitating the ultimate success of our initiatives, with a clear focus on integrity and ethical conduct.

Integrity

Integrity is the bedrock upon which our actions and decisions are founded. It represents our dedication to living and working in alignment with our true selves, ensuring that honesty, ethical standards, and authenticity guide our every move. This principle combines the essence of being our honest selves, acknowledging our strengths and vulnerabilities, and making decisions that protect and enhance our collective integrity. In every challenge and opportunity, we aim to do what is right, even when it's difficult, maintaining a steadfast commitment to our values and the high moral standards we've set for ourselves and CCALT.

Synergy

Synergy underscores the power of collective effort and mutual support in achieving results. This principle is rooted in the belief that by working together, sharing our knowledge, and supporting each other's successes, we can accomplish far more than we could individually. It encompasses the spirit of cooperation, the commitment to teaching and learning from one another, and the drive to share experiences that foster both individual and organizational growth. Through collaborative growth, we advance our mission with unity, leveraging diverse strengths and perspectives to innovate, overcome challenges, and reach new heights.

Empowerment

Empowerment is about providing our employees with the robust tools, resources, and environment needed to deliver impactful and meaningful work. This principle is rooted in the recognition of the

inherent capabilities and potential of our team members. By fostering a culture that values learning, we ensure that everyone is equipped to not only meet but exceed the expectations of their roles. Our commitment to learning and empowerment extends beyond traditional training; we immerse our team in a continuous learning ecosystem that encourages experimentation, embraces the lessons learned from failures, and celebrates the pursuit of knowledge and skill enhancement. This environment of empowerment is designed to stimulate creativity, drive innovation, and ensure that our team members are always at the forefront of their respective fields. Empowerment at CCALT means actively removing barriers to innovation, providing access to the latest technologies and methodologies, and creating opportunities for meaningful work that aligns with our mission and values. We trust in the intelligence and capabilities of our team, supporting them in their journey to not only achieve but also redefine what's possible, thereby contributing to our collective success and impact.

Organizational Norms Which Guide Employee Interactions

In addition to the RISE principles and the culture defined above, we seek to live each day with courage; take pride in our work; finish what we start; do what has to be done; exemplify toughness, grit, and determination; keep our word; ride for the brand; remember that some things aren't for sale; and know when and where to draw the line. We shall leave egos behind, ask for help when needed, offer our assistance when appropriate, respond in a timely manner, and above all else, respect one another, our landowner partners, and other partners and community members. We shall be empowered to speak up and present new ideas that will help shape the future of CCALT.

Communication. Communication shall be conducted in a direct, open, and honest manner. When communicating, we shall not berate, disparage, attack, or discriminate. Further, we shall give our colleagues the benefit of the doubt that they are working in the best interests of CCALT. We also recognize that listening is an essential element of successful communication and commit to being present and actively engaged in all conversations and discussions.

Delivery. In order to achieve our mission, we must be able to deliver on strategy, tactics, and plans. Put more simply, we must be able to get the right work done in a timely manner. Success requires proper prioritization, reflection, adaptability, attention to detail, the ability to deliver, and, from time to time, the ability to say no.

Resolving Conflict. We shall commit to addressing perceived conflicts in a direct but polite, professional, constructive, and timely manner.