

January 2016, revised April 2018

Upper Saco Valley Land Trust (USVLT)

Position Title: Outreach & Office Manager (OM)

Salary Range: Hourly, starting at \$16 - \$19/hr, depending on experience & qualifications

Reports to: Executive Director of USVLT

Introduction:

The nature and scale of USVLT's work together with funding limitations require of any staff member that he or she be both specialist and generalist in work activities. In various proportions, staff must engage in a suite of activities including land protection and stewardship, development and outreach, and administration. Working with USVLT will be both demanding and rewarding for the person who has a strong land-conservation ethic and drive and would like to translate his or her values into an informed, disciplined, and creative career.

Position Summary:

This position is part-time (24 hours per week) and non-exempt, renewable upon mutual agreement and satisfactory performance, and contingent upon adequate funding.

The OM position involves various functions in collaboration with the other staff members and as directed by the Executive Director of USVLT.

The OM will be expected to perform a variety of administrative support tasks under minimal supervision, with an ability to meet tight deadlines and to provide work-time flexibility including occasional evenings and weekends.

The OM must possess a strong interest, ability and aptitude for assisting in, taking responsibility for, and contributing to the overall effective operation of the Land Trust organization. This position is intended to be fluid in its structure to take into account initial learning and ultimate mastery of USVLT standards and procedures as well as to complement existing personal skills.

Essential Functions:

Administrative

In collaboration and coordination with the USVLT Staff and other Land Trust volunteer personnel, assisting with or taking responsibility for:

- Managing the office, including technology upgrades and maintenance, organization of literature and public resource materials, answering phones,

general communications with Board of Directors and Executive Director, assisting in scheduling committee meetings, etc.

- Retrieving and routing US mail, email and other correspondence
- Coordinating all periodic mailings, including membership campaigns
- Maintaining media and committee binders and work plans for recurring activities
- Preparing invoices and payments to vendors (for Executive Director or Board approval and signing)
- Processing membership payments, grants and other donations

Development

In collaboration and coordination with the USVLT staff, Board of Directors, and other personnel, assisting with or taking responsibility for:

- Maintaining membership information including preparing and administering correspondence with individual donors, running reports and preparing thank-you notes
- Maintaining membership/donor database, as well as keeping up-to-date with software uses and best practices
- Developing and executing the land trust's recurring annual fund and membership mailings
- Assisting with the identification and administration of grants for operating support (as distinct from land project grants), which may include writing content for the initial grant request as well as keeping track of necessary follow-up reports
- Supporting the Development Committee and attending meetings as required, and also taking meeting notes as requested
- Helping Development Committee and staff reach out to current and prospective donors and members, including preparing publications and updating social networks

Outreach

- Spearheading our fieldtrip program (the "Easement Exploration Series") by working with volunteers and the Development Committee to create a compelling and diverse set of outdoor events hosted by guests naturalists, staff, or Board members (approximately 1 event per month; seasonal)
- Working with Development Committee and other development staff with the production of the annual report and periodic newsletters
- Preparing press releases and ensuring that all relevant news and /or events are reported to local news outlets (with final content approval of Executive Director or Board)
- Developing, planning and orchestrating recurring annual events, such as the Thank You Party and the Annual Meeting
- Managing website and social media with both new content and updates (at least twice weekly)
- Coordinating events calendar

- Tabling at outreach events: Fryeburg Fair, Farmers' Markets, etc.

Required Skills & Knowledge:

- Ability to clearly articulate the mission and the message of the Upper Saco Valley Land Trust confidently to diverse audiences.
- Aptitude and interest in taking on land protection activities as well as the administrative tasks required to support such activities.
- Ability to focus on and organize around a task and work independently toward its completion. Conversely, the ability to work under close supervision when circumstances require.
- Good time management skills and ability to use time optimally.
- Strong computer skills including:
 - Accounting software
 - Customer data base management
 - Word processing
 - Spreadsheet
 - PowerPoint
 - Publishing software
- Ability to process business transactions in a timely and accurate manner.
- Willingness and ability to work occasional nights and weekends as required for Land Trust events.
- Excellent verbal and written communication skills.
- Good social, interactive, and interpretative skills including the ability to effectively convey information and work collaboratively with others; ability to be a team player.
- Ability to be flexible and adaptable to ever-shifting organizational needs and priorities.
- Ability to maintain understanding and awareness of a broad range of activities and information.

Task List for USVLT OM:

1. Enter cash receipts in Quickbooks
2. Pay approved invoices
3. Enter payments in Quickbooks
4. Update contributor database
5. Prepare donor thank you notes for signature
6. Pick up mail
7. Support the Development Committee
 - a. Prepare mailing for fund raising events and other activities
 - b. Maintain task workbooks for activities
 - i. Outreach Events
 - ii. Newsletter
 - iii. Fund raisers
 - iv. Donor appreciation events
8. Support staff in all other administrative events
9. Perform social media updates
10. Maintain and update USVLT website
11. Prepare membership and other mailings
12. Manage events calendars (Easement Exploration Series, membership events, etc.)
13. Maintain committee binders and keep up-to-date