



# HIGH LINE CANAL

## CONSERVANCY

Connecting Communities—Connecting Nature  
from the foothills to the plains

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~Position Posting~  
November 2019

**Position:** Development Associate  
**Reports to:** Director of Development  
**Compensation:** Commensurate with experience. Includes a competitive benefit package with medical, dental, 401k match, life and disability insurance.

This is a full-time position. Occasional weekend, early morning and evening work will be required. Work requires some physical exertion such as walking, standing and lifting.

### High Line Canal Conservancy

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The High Line Canal Conservancy is a nonprofit organization with a mission to preserve, protect and enhance the 71-mile long High Line Canal in partnership with the public. The High Line Canal is one of the longest urban trails in the nation, tying together over 15 distinct communities, and has long been a cherished asset across our region. The 150-year-old legacy corridor has outlived its historic purpose as an irrigation utility and has taken on new life as a recreational and ecological resource. With support from each of the 11 jurisdictions along the Canal's reach, and in partnership with Denver Water, the Conservancy is working to ensure that the Canal is protected and enhanced for future generations. Learn more about the Canal and the Conservancy at [www.highlinecanal.org](http://www.highlinecanal.org).

### Position Summary

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The Development Associate will be a critical member of the Conservancy's growing team, helping with an exciting and creative development program that will ensure *The Plan for the High Line Canal* becomes a reality. This position will play an integral role in developing and executing individual giving strategy with the Director of Development and Executive Director to support the High Line Canal Conservancy's growing fundraising efforts. In this new position, the Development Associate will be a passionate believer in the High Line Canal Conservancy's mission and will bring a skill set and knowledge base to take our philanthropic practice to the next level. As the Conservancy's fundraising efforts continue to grow, the Development Associate will be critical team member who will help to devise strategy as well as work directly with donors to solicit gifts. We seek an individual who is conscientious about donor care, and at the same time, possesses a strategic view for philanthropic growth. This position will support key objectives of the Conservancy's 5-year Strategic Plan including our goals to:

- Generate a sustainable operating budget that includes a diverse stream of revenues
- Leverage public commitments with meaningful private support
- Launch a campaign to raise private funding that can leverage public commitments in support of *The Plan for the High Line Canal*

Essential Duties & Responsibilities:

### Individual Giving (40%)

- Devise strategy and execute tactics in support of the High Line Hero membership campaign in coordination with the Development Director.
- Achieve membership revenue targets (donors/major donors/renewals/lapsed/acquisition), direct mail (at least three appeals annually), event goals and quarterly membership renewals.
- Drive progress toward revenue goals and make tactical adjustments based on evidence with Director of Development.
- Collaborate with the Director of Marketing and Community Outreach to create online and print campaigns, including efforts around Colorado Gives Day, and end-of-year giving.
- Manage donor stewardship for members including tracking proper recognition in reports, monitoring pledge reminders, and personalizing acknowledgement letters as necessary.
- Oversee fulfillment of donor benefits for members and sponsors.
- Create and send pledge reminders and invoices.

#### **Database Management (30%)**

- Oversee the Conservancy's donor database (Raiser's Edge).
- Input Conservancy constituent and gift data into database regularly with great attention to detail.
- Acknowledge all gifts to the Conservancy following established procedures on a weekly basis.
- Analyze revenue data routinely to inform strategy and tactics and create reports as requested.
- Create reports to support the marketing/outreach staff with data that informs strategy/tactics.

#### **Special Events (30%)**

- Manage the Conservancy's signature event, Dine for the High Line, with support from Director of Development and a volunteer committee.
  - Assist in securing and tracking sponsorship and event table purchases for Dine for the High Line gala and other events as necessary.
  - Partner with event planner to execute day-of logistics including attendee list, program and sponsor recognition.
  - Collaborate with marketing team to ensure messaging is appropriate for all public mediums: print/news media, active social media as well as internal communications.
  - Create and send pledge reminders and invoices, and other reports as needed to support Director of Development and volunteer committee.
- Assist the Director of Development with additional fundraising events throughout the year.

#### **QUALIFICATIONS:**

The ideal candidate will have a strong identification with the mission and purpose of the High Line Canal Conservancy and will bring the following knowledge, experience, skills and abilities:

#### **Knowledge and Experience**

- At least 1-year relevant work experience preferred.
- Bachelor's degree or comparable work experience.
- Experience working with volunteers, donors, non-profits, and/or community-based organizations.
- Experience with Microsoft Office Word, Excel, PowerPoint and Outlook
- Experience with Customer Relationship Management software, such as Salesforce or Raiser's Edge preferred.
- Desired experience or knowledge in the areas of open space, trails, conservation, non-profits, government, fundraising and/or marketing, grant writing, planning, and/or programs.

#### **Abilities and Personal Characteristics**

- Mission-driven: Demonstrates understanding of and commitment to the long-term mission and value of the Conservancy.
- Curious, engaged and passionate: monitors demographic and economic trends, funder and stakeholder interests and innovative efforts to create community value.
- Community-oriented: Networks and develops professional relationships to fully engage with partners and community. Networks and develops professional relationships to fully engage with partners and community

- **Adaptable:** Demonstrates a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Strong communicator:** Strong communication and demonstrated writing/research skills: ability to confidently speak in public, listen and write in a clear, thorough and timely manner. Ability to speak to donors and community members with courtesy and enthusiasm.
- **Creative and Innovative:** open to new approaches and comfortable in a “start-up”/ entrepreneurial culture.
- **Collaborative:** Ability to work cooperatively with colleagues in a small-team environment, to anticipate and solve problems, and to work efficiently, meet deadlines and maintain accurate records.
- **Self-motivated:** Ability to work independently and is highly organized with a tremendous attention to detail and an ability to multi-task.
- **Inclusive:** Committed to reducing barriers that prevent equitable access to outdoor spaces, decision making processes and other resources related to engagement in nature and the outdoors.
- Ability to maintain strict confidentiality.
- Ability to work flexible hours when needed.

### **Application Instructions**

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Qualified applicants are encouraged to apply by sending a resume with a cover letter addressing the applicant’s interest in and qualifications for the position. Send both documents as one PDF attachment to [employment@highlinecanal.org](mailto:employment@highlinecanal.org). No phone calls, please. All High Line Canal Conservancy employees are required to undergo a background check. This is an at-will position.

### **Application Deadline: Open until filled.**

*The High Line Canal Conservancy is dedicated to equal employment opportunities in any term, condition, or privilege of employment. HLCC prohibits unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age 40 and over, disability, genetic information, veteran status, sexual orientation, marital status, gender expression or any other characteristic protected by state or local law. This policy applies to all employees, including managers, supervisors, co-workers, and non-employees such as customers, clients, vendors, consultants, etc.*