



Berkshire Natural Resources Council

Job Posting: Director of Advancement

August 2026

Berkshire Natural Resources Council (BNRC) is the leading non-profit organization dedicated to preserving and protecting the natural landscapes and farms of Berkshire County, Massachusetts, and promoting climate resilience in the region. BNRC acquires and conserves land, develops and maintains trails, welcomes diverse groups to the outdoors, and promotes environmental stewardship to ensure the region's ecological integrity and outdoor recreational opportunities for current and future generations. BNRC is committed to providing more access to the outdoors for all, and to engaging all members of our community to ensure that everyone feels welcome on the trails, and that all voices are heard and respected.

BNRC cares for the ancestral homelands of the Stockbridge-Munsee Band of Mohicans, who were forcibly displaced from the region by European colonization. These lands continue to be of great significance to the Stockbridge-Munsee Mohican Nation today. To learn more, visit mohican.com.

Berkshire Natural Resources Council (El Consejo de Recursos Naturales de Berkshire) es una organización sin ánimo de lucro que conserva terrenos, protege la vida silvestre y el hábitat, preserva granjas locales y contribuye a mantener los espacios al aire libre de Berkshire abiertos y accesibles para todos. BNRC está contratando personal para vacantes disponibles. Aunque el trabajo que se describe a continuación se realizará completamente o casi completamente en inglés, BNRC agradece el interés de candidatos bilingües que puedan ayudar a la organización a ser más inclusiva en su trabajo.

Position Overview

The Director of Advancement is a key leadership role responsible for developing and implementing strategies to advance BNRC's fundraising, donor relations, marketing and communications, volunteer programs, and community engagement. Reporting to the President and serving as a member of the senior leadership team, the Director of Advancement builds strategic partnerships and enhances the organization's visibility and impact.

The Director leads the department responsible for all philanthropic revenue at BNRC, including individual and corporate giving; foundation, government, and institutional giving; membership and the annual fund; planned giving; campaigns; fundraising events; and donor stewardship. The Director supervises a team of five, including the Grants and Institutional Giving Manager, Assistant Director of Community Engagement, Communications Manager, Membership Manager, and Individual Giving Manager. The Director also supports and guides the fundraising

roles of the President, Board of Directors, President's Advisory Circle, and Development Committee.

The Director fosters a strong and collaborative culture of philanthropy across the organization and inspires deeper commitment among current and potential donors. The Director supports staff and Board members in participating effectively in fundraising, and serves as a key spokesperson for the organization, representing all aspects of BNRC's conservation, stewardship, access, and community engagement work.

The new Director will arrive at a pivotal moment. BNRC will celebrate its 60th anniversary beginning in January 2027 and is preparing to launch the feasibility phase of a potential \$15–\$20 million campaign. Our ambitious strategic plan focuses on maximizing climate resilience in the Berkshires, conserving an additional 10,000 acres to our current total of 27,000 protected acres, creating at least three new accessible trails, building 30 miles of High Road trail to connect Berkshire towns to BNRC reservations, and deepening engagement programming that supports conservation, stewardship, and a growing volunteer program.

The Director also inherits a strong fundraising program. Foundation and government grants have grown tremendously over the last two years, and there is significant opportunity to grow unrestricted giving from individuals as well.

BNRC has approximately 1,200 donors and members and more than 220 volunteers. Annual fundraising volume is approximately \$3 million annually and growing.

The Director will oversee:

- Fundraising: all aspects of fundraising, including individual and corporate giving; foundation, government, and institutional giving relationships; special events; co-marketing partnerships; donor stewardship; and planned giving.
- Community engagement: BNRC's educational programming, including walks, online programs, conferences, and other gatherings.
- Volunteer programs: more than 220 volunteers who work on trails, maintain BNRC properties, support community outreach, and assist with fundraising.
- Marketing and communications: social media, advertising, fundraising communications, and organizational publications.

Specific responsibilities include:

- Lead comprehensive fundraising strategies to meet annual fundraising goals and support the organization's mission and programs.
- Grow unrestricted, major donor, and planned giving revenue by cultivating and stewarding existing donors and securing new donors and members, in close collaboration with the President and Advancement staff.
- Manage a personal portfolio of major donors and prospects, including making six-figure asks.

- Develop and oversee BNRC's planned giving program, including identifying, cultivating, and stewarding legacy donors and prospects and promoting opportunities for bequests and other planned gifts.
- Build relationships with Board members, President's Advisory Circle members, the Development Committee, individual donors, corporate sponsors, foundations, and other potential funders.
- Support a strong, collaborative culture of philanthropy among staff and the Board of Directors.
- Lead a team of fundraising and community engagement professionals, providing guidance, support, and mentorship to ensure their success.
- Collaborate across departments with colleagues in conservation and land stewardship to envision and fund the inspired fulfillment of the BNRC mission, and with the Finance team to ensure achievement of annual revenue goals and accurate reporting.
- Oversee the Marketing and Communications team in creating compelling fundraising materials, BNRC marketing and educational collateral, and campaign materials.
- Ensure that donors from diverse communities are engaged and that all donors feel valued and included.

Required Experience and Skills

- 8+ years of experience in fundraising, with a track record of success in meeting ambitious fundraising goals.
- Demonstrated success in attracting, cultivating, soliciting, and stewarding major donors, including making six-figure asks and managing a portfolio of high-level donors and prospects.
- Knowledge of grant writing and grant management.
- Strong leadership and management skills, with the ability to motivate, supervise, and develop a team.
- Excellent communication and interpersonal skills, with the ability to build and maintain personal relationships with a diverse range of supporters at the local, regional, state, and national levels, and to engage diverse groups in conservation.
- Highly collaborative, with the ability to be a contributing member of the senior leadership team.
- Dynamic understanding of fundraising principles, including established best practices as well as emerging tactics.
- Demonstrated talent for creating fundraising and marketing content with a sharp eye for accuracy and emotional impact.
- Experience with the optimization of donor databases and fundraising software to drive progress toward determining and achieving fundraising goals.
- Familiarity with wealth research and prospect portfolio design.

Desired Experience and Skills

- Experience developing or growing a planned giving program.
- Professional experience in environmental conservation or a strong demonstrated connection to conservation and environmental issues.
- Experience overseeing marketing and communications, volunteer programs, and/or community engagement functions.
- Leadership role in a successful capital campaign.
- Experience engaging Board members and other volunteer leaders in fundraising.

Characteristics Necessary for Success

- A relationship-centered advancement leader who is a good listener, an eloquent speaker for the cause, and a thoughtful host.
- Exceptional communication and interpersonal skills, persuasive writing skills, attention to detail, financial acumen, strong problem-solving skills, and a high degree of organization.
- The ability to make independent decisions and manage multiple priorities in a fast-paced environment.
- A demonstrated commitment to learning about and advancing diversity, equity, inclusion, access, and belonging in a conservation setting.
- Commitment to BNRC's mission and [core values](#), with a personal passion for nature and the outdoors; specific knowledge of land conservation is a plus.

Compensation:

\$115,000 to \$130,000, commensurate with experience.

Benefits Include:

- Medical, dental, and vision coverage.
- Employer-paid life insurance and short/long-term disability insurance.
- 401(k) with employer contributions.
- Generous PTO (vacation/sick/personal) and 13 paid holidays per year.
- Hybrid remote/office work—some office time and one-on-one time with donors are required.
- Travel reimbursement.
- A great team of coworkers in a welcoming office setting in Lenox, Massachusetts.

Start date: Position available now; accepting applications until the position is filled.

To apply: Email your resume to jobs@bnrc.org and tell us why you are a great fit for this role.

BNRC is an equal opportunity employer.

BNRC does not discriminate on the basis of race, creed, color, ancestry, religion, national origin, sex, sexual orientation, gender identification and expression, age, physical or mental disability, marital status, genetic information, veteran status, being a member of the Reserves or National Guard, status as disabled or Vietnam Era veteran or status in any group protected against discrimination by federal, state, or local law.

We welcome applications from BIPOC, LGBTQ+, women, and veterans. BNRC is actively engaged in ensuring its properties are welcoming to all, and in increasing diversity, equity, and inclusion in all aspects of its work.

Though the job described above will begin entirely or almost entirely in English, BNRC welcomes interest from bilingual candidates who can support the organization in being more inclusive in its work.