



Berkshire Natural Resources Council

Pittsfield, Massachusetts

Assistant Director, Fundraising and Community Engagement

September 2021

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

Berkshire Natural Resources Council (BNRC) seeks candidates for the role of Assistant Director, Fundraising and Community Engagement. This is a new position that will help BNRC continue expanding its fundraising volume and community engagement activities.

BNRC is a land trust that conserves natural landscapes, protects wildlife and habitat, preserves local farms, and provides free public access to the Berkshire outdoors at 56 reserves across the region. BNRC's mission is to protect and preserve the natural beauty and ecological integrity of the Berkshires for public benefit and enjoyment.

BNRC cares for the ancestral homelands of the Stockbridge-Munsee Band of Mohicans, who were forcibly displaced from the region by European colonization.

Primary components of the position include:

- Operates daily as a front-line fundraiser, working most often (but not exclusively) with donors and prospective donors up to \$1,000; helps identify and cultivate future leadership donors; works to achieve specific measurable fundraising goals on a quarterly and annual basis
- Manages large-outreach fundraising drives—including coordination of direct mail, email, social media, website, event, incentive, magazine/newsletter, and interpersonal elements of these drives
- Helps plan and execute events for particular donor cohorts, such as monthly donors, new donors, board members, longtime donors, people new to the region—both in-person and virtual events as appropriate

- Works collaboratively with all BNRC staff—including staff whose primary focus is on land conservation, land stewardship, volunteer management, or community outreach—to craft and execute fundraising activities to realize specific mission outcomes
- Listens to partners, landowners, farmers, and other community members to create responsive and thoughtful funding strategies and solutions to fundraising needs
- Leads and helps organize outdoor excursions with BNRC donors, prospective donors, partners, and volunteers—at locations across the Berkshires
- Brings marketing experience and savvy to the team to apply towards website redesign, strategic advertising buys, ad design for measurable outcomes, social media and website management to realize specific goals. Writes compelling media-ready press releases, pitches stories, collaborates with other organizations and companies on thoughtful co-marketing opportunities, creates useful BNRC swag, and more.
- Works within the scope of BNRC’s strategic plan

This is a full-time position, approximately 35-40 hours per week.

Compensation includes starting annual salary of \$60,000 to \$65,000 commensurate with experience; available health and dental insurance plans; paid vacation, sick, and personal time; generous holiday schedule; opportunity to participate in organization-matched retirement savings plan; and group and term life insurance. Hours generally follow typical weekday business hours, yet flexible work scheduling is possible, as is the possibility of working remotely—likely from a Berkshire or Berkshire-adjacent location. Some evening and weekend work will be required.

To apply, send a letter of interest and resume to Rich Montone at rmontone@bnrc.org. Please use “Assistant Director, Fundraising and Community Engagement” as your subject line. No phone calls please. Applications will be accepted until the position is filled.

Established in 1967, the Berkshire Natural Resources Council mission is to protect and preserve the natural beauty and ecological integrity of the Berkshires for public benefit and enjoyment. There are 56 BNRC conservation reserves spread across Berkshire County, free to the public, open to everyone for recreation, every day, all thanks to donors. More than 100 additional properties are also conserved through BNRC thanks to donor support. With its supporters, BNRC conserves land, protects wildlife and habitat, preserves local farms, and provides access to the Berkshire outdoors for everyone who loves this special region of the world. BNRC builds and

maintains trails, and typically offers free year-round group outings. More about all BNRC properties and trails, and BNRC's free Berkshire Trails app, is found online at bnrc.org.

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, age, physical or mental disability, veteran status, marital status, genetic information, 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 help the organization be more inclusive in its work.