



## Marketing & Development Associate

The 30 Mile River Watershed Association (30MWRA) is seeking a creative, self-motivated, and collaborative individual with excellent organizational skills to join our dynamic team based in Farmington, Maine. We are looking to grow the organization by expanding our social media presence, strengthening our current fundraising initiatives, and connecting more people to our work. We need someone passionate about protecting our lakes whose creative and organizational skills lend themselves to achieving our goals to support our extensive programming. Rising/experienced marketing professionals and/or individuals with graphic design/web design skills are particularly encouraged to apply.

### **Organization Overview:**

The 30 Mile River Watershed Association is a nonprofit organization in Central Maine with the mission to preserve, improve, and protect the land and water quality in the 30 Mile River Watershed. 30MRWA is a collaborative of seven towns, eight lake associations and two land conservation organizations that came together in 2008 to accomplish goals that each group individually could not. Core programs include water quality monitoring, Courtesy Boat Inspections, Youth Conservation Corps, invasive aquatic plant surveys, watershed surveys, and road improvement projects. 30MRWA is supported by its member groups, government and foundation grants, and individual and corporate donations.

The watershed extends from New Sharon to Leeds, and includes over 20 lakes, ponds, and connecting streams, ranging in size from 12 to 4,000 acres. The water quality in these lakes and ponds is good to excellent, but increasing development, climate change and invasive species are major threats. The watershed is rural, with no large population centers, lying between Augusta and Lewiston-Auburn. The town centers of Vienna, Mount Vernon, Fayette, and Wayne lie along the chain of lakes.

### **Position Overview:**

The Marketing & Development Associate's primary objective is to work with the Executive Director and Development team to generate funds in support of 30MRWA's programs and operations. This position will allow a creative, energetic person to jump into our organization to advance our current fundraising and marketing activities with a particular focus on improving our online presence and expanding our donor base. The Associate will plan and carry out multiple fundraising events and initiatives each year.

Additionally, they will create new marketing materials, press releases, and manage our website and social media, helping us increase knowledge of and support for our work.

## **Essential Functions:**

### ***Marketing and Communications***

- Develop and carry out a social media plan for current platforms (i.e. Facebook, Instagram, Twitter, etc.).
- Increase 30MRWA's online presence and follower engagement on multiple social media and online platforms.
- Increase 30MRWA's donor base through the cultivation of these new followers.
- Create the monthly electronic newsletter.
- Coordinate the production of mailings and appeals.
- Maintain and manage all updates to the website.
- Work collaboratively with staff, volunteers and supporters to collect impact stories and highlight program activities.
- Recruit volunteers and track volunteer participation.
- Develop and distribute event-related marketing materials including: social media postings, sponsorship packets, flyers, invitations etc.
- Create/coordinate press releases.

### ***Fundraising***

- Support the development and maintenance of portfolios of major individual, corporate, and foundation prospects and donors.
- Research and identify prospective government, foundation, and corporate funding opportunities; make recommendations regarding potential funders.
- Coordinate sponsorship requests and provide appeal packets for board and staff.
- Manage donor records, acknowledgements, and related correspondence.
- Input all donations into fundraising database; prepare thank you notes/ acknowledgments.
- Coordinate special event planning and execution with volunteer/staff team, including the Annual Paddle Trek.
- Attend and participate in Development Committee meetings and take minutes.
- Develop a Donor Stewardship Plan.
- Develop a Funder's Packet.

**Qualifications:**

**Experience:** A successful applicant must have one or more years of experience or demonstrated skills in marketing, fundraising, graphic design, community relations, event planning, outreach, or related work.

**Education:** Bachelor's degree

**Desired Knowledge/Skills/Abilities:**

- Commitment to 30MRWA's mission and passion for protecting lakes.
- Excellent professional communication skills, including the ability to write persuasively.
- Experience with marketing and social media, particularly with expanding social media presence.
- Graphic and web design skills (WordPress) and experience creating and editing electronic and print communications.
- Ability to take initiative and work independently (with limited supervision) as well as collaboratively.
- Detail-oriented with strong organizational, prioritization, and time-management skills.
- Highly proficient in software and applications including MS Office, donor management, basic web design, and social media platforms.

The Marketing and Development Associate reports to the Executive Director. This is a full-time position (30-40 hours), Monday through Friday, with flexible working hours between 7 AM and 6 PM and includes the possibility of working remotely at times. May include some evening and weekend hours.

**Start Date:** As soon as possible

**Application Process:** Interested candidates should submit a cover letter and resume (as one PDF file) to [lidie@30mileriver.org](mailto:lidie@30mileriver.org). Selected candidates will receive an email to set up a phone or in-person interview.

**Website:** [www.30mileriver.org](http://www.30mileriver.org)

*All decisions are based on nondiscriminatory factors without regard to race, color, religion, sex/gender, sexual orientation, national origin, disability or status as a veteran. We promote a positive and healthy working environment with respect for diversity.*