



LAKE WINNIPESAUKEE ASSOCIATION

Development and Community Outreach Manager

Keep Winni Blue

Position Summary

The Lake Winnepesaukee Association (LWA) is a membership based not for profit located in Gilford, NH. LWA is looking for a resourceful and energetic Development and Community Outreach Manager to lead the organization's development and outreach program to donors (both new and existing), community partners, and various other stakeholders with the goal of increasing support for the critical work of the association in protecting the natural resources and water quality of Lake Winnepesaukee and its watershed.

As the leading nonprofit focused solely on protecting and improving the water quality of Lake Winnepesaukee, the LWA leads the effort to counteract the threats and contaminants that stress the lake's natural ecosystem, degrade its water quality and lower the economic value of the region. Our strategies focus on conducting watershed and water quality analyses that identify sources of pollutants to the lake, informing and engaging the public and stakeholders on these threats and pollutants, and developing action plans that include specific remediation steps, expected efficacy, estimated costs and timelines.

We are seeking a Development and Community Outreach Manager to develop, manage, implement and oversee strategies for the identification, cultivation, solicitation, and stewardship of current and prospective donors to the Lake Winnepesaukee Association. Strategies might include developing an educational platform via various social media outlets, publishing a newsletter for lake residents, conducting educational events to help promote awareness and support for LWA.

Reports to: Executive Director

Key Responsibilities

- Develop an outreach strategy for LWA that is focused on brand awareness, education and fundraising.
- Implement systems and processes required for tracking and stewarding donors.
- Organize several educational opportunities over the course of the year for new and existing donors and other stakeholders.
- Strengthen and expand existing donor relationships and build new public and private donor relationships.
- Strengthen and expand our grant writing process and relationships.
- Promote the LWA brand to create a broad membership base.
- Track and report progress using specific metrics.

Requirements—the ideal candidate will have:

- A passion for educating people about the numerous reasons for keeping Lake Winnepesaukee clean.
- Demonstrated strong influencing, interpersonal, written and electronic communication skills.
- Experience and comfort with relevant software tools for relationship management, social media, and graphics
- A strong desire to work closely with volunteer Board to grow association's awareness, educate constituents and further the cause.



- Ability to manage a wide variety of fundraising activities with only minimal supervision and support normally present in a start-up environment.

How to apply: Interested applicants should submit a cover letter and resume describing their qualifications and interest in the position, as well as salary history, and three to five references to: Pat Tarpey, Executive Director, at ptarpey@winnipesaukee.org. This position will remain open until filled.

