

the SAN JUAN PRESERVATION TRUST

Managing Director of Advancement

EXECUTIVE SEARCH

SAN JUAN ISLANDS

CONNECT · CONSERVE · CARE

Managing Director of Advancement

FULL-TIME SALARIED EXEMPT
REPORTS TO EXECUTIVE DIRECTOR
REMOTE-HYBRID

the SAN JUAN PRESERVATION TRUST



ABOUT THE SAN JUAN PRESERVATION TRUST

The San Juan Preservation Trust, founded in 1979, is a private, nonprofit, nationally accredited land trust dedicated to helping people and communities conserve land in the San Juan archipelago of Washington State.

Together with our landowner partners and members, the Preservation Trust permanently protects more than 19,000 acres, 300 properties, 52 miles of shoreline, and 25 miles of trails across 22 islands, including land now managed as public parks, nature preserves, wildlife habitat, and working farms and forests.

The Preservation Trust, a 501(c)(3) nonprofit organization, is governed by a volunteer Board of Directors and employs approximately 25+ staff. Our headquarters are on San Juan Island, which is served by the Washington State Ferries system. Financial support comes from the charitable contributions of some 3,000 individuals, families, and private foundations.

OUR MISSION

CONSERVE.
Conserve the natural beauty, vital ecosystems, and unique character of the San Juan Islands for future generations.

CARE.
Care for the lands and waters under our protection, with our partners.

CONNECT.
Connect people to nature, to each other, and to the Preservation Trust.

THE POSITION

The Managing Director of Advancement (MDA) leads the Advancement Division and the Connect component of the organization's Mission—building the relationships, partnerships, resources, and community engagement that connect people to the San Juan Preservation Trust and advance conservation in the San Juan Islands. The Advancement Division brings together philanthropy, communications, public relations, community engagement, and educational outreach into a cohesive external engagement team.

Reporting to the Executive Director and serving on the Executive Leadership Team, the MDA is responsible for developing and leading an integrated strategy to build community, inspire conservation, strengthen partnerships, grow philanthropic support, and elevate SJPT's public voice. The position serves as a senior ambassador for SJPT, cultivating relationships with members, conservation partners, community leaders, educators, businesses, and other stakeholders who can help advance the organization's mission.

The MDA leads the strategy to broaden, deepen, and diversify SJPT's financial support and community of engaged supporters. The position oversees Philanthropy and Communications/Outreach staff and integrates fundraising, storytelling, communications, events, volunteer engagement, and partnership development into a unified strategy for building long-term relationships. The MDA also works closely with the Executive Director and Board to support SJPT's advocacy efforts and ensure that the organization's community relationships and public engagement strengthen its ability to advance conservation priorities.



MESSAGE FROM OUR EXECUTIVE TEAM

Following a decade of significant growth, we stand at a transformative moment in our 47-year history and seek a Managing Director of Advancement to help guide our next chapter. This position fills the fourth seat on SJPT's new executive team and will work with our existing philanthropy, communications, and outreach staff to bridge two departments closer into one cohesive advancement division. Our future MDA will bring a strong familiarity with emerging technologies, including digital marketing platforms and data-driven CRM systems to enhance external relations and modern fundraising operations. As we prepare for our most ambitious multi-year fundraising and engagement initiatives yet, we need a goal-driven leader who excels at mentoring teams to create this unified advancement engine—expanding community support and ensuring the lasting protection of the San Juan Islands.

Key Responsibilities and Duties

Percentages of time are general guideposts and will sometimes fluctuate in a given year.

COMMUNITY BUILDING, PARTNERSHIPS & PHILANTHROPY (40%)

Community & Relationship Building:

Develop and lead an organization-wide strategy for building a broad, diverse, and deeply engaged SJPT community. Cultivate lasting relationships with members, conservation partners, community leaders, educators, businesses, and other stakeholders.

Partnership Development:

Identify, develop, and steward strategic partnerships that expand SJPT's conservation impact, visibility, resources, and reach. Build strong relationships with organizations and individuals whose missions, expertise, networks, or resources can help advance land conservation and stewardship in the San Juan Islands.

Fundraising Leadership:

Design and execute a comprehensive fundraising and engagement plan across all revenue channels, including annual membership appeals, major gifts, planned giving program oversight, various campaigns, and foundation support. Position philanthropy as a natural extension of community engagement and commitment to SJPT's mission.

Major Gift & Campaign Support:

Partner with the Executive Director and Philanthropy staff team to manage pipelines and cultivate relationships with high-net-worth individuals, board members, foundations, and other strategic supporters. This work includes case statement development, steering committee oversight, progress reporting, and campaign communications strategy.

Org-Wide Engagement Strategy:

Ensure event strategies, fundraising appeals, volunteer opportunities, media strategies, educational programming, youth engagement, and public communications are crafted and messaged to the appropriate audiences to maximize engagement, participation, and organizational support.

COMMUNICATIONS, OUTREACH, & NARRATIVE STRATEGY (20%)

Strategic Alignment:

Partner with the Director of Communications & Outreach to drive an integrated digital and storytelling strategy that connects brand awareness and audience engagement to fundraising goals—optimizing user journeys, web experience, and content marketing to convert new supporters

into long-term donors. Partner with Executive Director in developing strategy to engage community organizations, conservation partners, civic leaders, educators, businesses, media, and other key audiences.

Integrated Messaging:

Oversee multi-channel appeal strategies to ensure print, digital, and social media outreach presents a compelling, aligned narrative across all public touchpoints.

Advocacy & Public Relations:

Consult with the Executive Director and Director of Communications & Outreach on high-profile public communications, community and partner relations, advocacy, and organizational positioning.

TEAM LEADERSHIP & PROGRAM SUPERVISION (20%)

Supervision & Mentorship:

Provide direct management, mentorship, and performance evaluation for the Director of Communications & Outreach and for all members of the Philanthropy department. Foster a culture of collaboration, learning, relationship-building, and service across the Philanthropy and Communications/Outreach teams.

Events & Outings Strategy:

Oversee organizational event strategy to include: Community presentations, Tiptop League gatherings, Gann Society events, educational outings and lectures, member events, volunteer appreciation, and Annual Member Meeting.

Cross-Program Collaboration & Standardization:

Delegate the establishment of standardized advancement workflows, project intake pipelines, and campaign collateral templates between Philanthropy and Communications/Outreach teams.

Digital Strategy:

Collaborate with the Communications/Outreach team to align fundraising targets with web user experience, digital donation flows, and online conversion best practices.

CRM Oversight:

Oversee the strategic use and operational health of the donor database (currently Neon), ensuring accurate reporting, donor segmentation, notations, and gift processing compliance.

EXECUTIVE LEADERSHIP & ORGANIZATIONAL GOVERNANCE (20%)

Executive Team Leadership:

Serve as a core member of the internal executive leadership team, driving organization-wide business planning, policy development, and cross-departmental problem-solving; collaborate to oversee staff engagement.

Division Budgeting:

Lead the preparation and management of the Philanthropy budget and collaborate with the Operations & Finance team on organizational revenue goals. Partner closely with the Director of Communications & Outreach to support and align overall Communications/Outreach budgeting strategies.

Integrated Advancement Strategy:

Lead the creation, execution, and evaluation of a multi-year Advancement Plan that unifies philanthropy, communications, and community engagement into a cohesive growth strategy with shared goals that align fundraising targets with communications and outreach strategy. Create performance metrics for and exercise financial oversight of the Philanthropy and Communication/Outreach programs.

Board Committee Liaison:

Serve as the primary staff liaison on assigned Board committees, supporting Board member engagement in donor cultivation, community relationships, advocacy, and future Board recruitment. Provide communications, relationship-building, community engagement, and strategic support that enables Board members to serve effectively as ambassadors and advocates for conservation.

Critical Skills & Qualifications

REQUIRED

- **Experience:** Minimum 7 - 10 years demonstrated track record of progressively responsible leadership in fundraising, advancement, or nonprofit executive management to include leading multi-disciplinary teams toward shared key performance indicators (KPIs).
- **Fundraising:** Deep expertise in all areas of fundraising, including major gifts, capital and comprehensive campaigns, and annual giving combined with a strong, modern understanding of audience marketing, brand strategy, digital conversion, and public relations.
- **Communications:** Proficiency in audience segmentation, data-driven decision-making, CRM management (Neon CRM or equivalent), user analytics, and multi-channel campaign ROI tracking. Exceptional and demonstrable writing, public speaking, organization, and public relations skills.
- **Technology Acumen:** High proficiency in (and innovative use of) Microsoft O365, CRM environments, workflow/project management platforms, and general technology adoption.
- **Mission and Values:** Deep commitment to conservation of the natural world, integrity, diversity, collegiality, strong work ethic, and collaborative team dynamics.

DESIRABLE

- Bachelor's or postgraduate degree in business, communications, nonprofit management, public relations, or related field preferred.
- Experience raising funds or marketing in the environmental sector.
- An understanding, and willingness to adapt to, the unique culture, communities, and geography of the San Juan Islands.
- Success in identifying and implementing new software programs and databases.
- Certified Fundraising Executive (CFRE)

Details & How to Apply

Salary Range:

$110,000–130,000

Benefits:

Generous benefits package includes 100% employer-covered medical/dental/vision plan, life insurance, cell phone, paid time-off package, professional development opportunities, and retirement contributions.

Work Location:

SJPT is a remote-hybrid organization with most staff working portions of their weeks from a home office in or near the San Juan Islands of Washington. This position will have in-person requirements at the Friday Harbor, WA office and other San Juan Island locations based on managerial, fundraising, and community outreach responsibilities. A home office location in San Juan County or within a one-hour driving distance to the Anacortes, WA Ferry Terminal will be required.

How to Apply:

Send resume, cover letter outlining your experience with both fundraising and communications/outreach, and how you learned about the position via email to: **jobs@sjpt.org**. Applications accepted until position is filled, with first round of resumes reviewed on **November 30, 2026**.