



Advancement Director

[Coastal Rivers Conservation Trust](#)

Reports to: Executive Director

Supervises: Development Manager, Membership and Engagement Coordinator, Communications Director

Position Summary: The Advancement Director is a member of Coastal Rivers' leadership team and provides strategic leadership to build a strong and sustainable stream of support for the organization. Reporting to the Executive Director, the Advancement Director collaboratively develops and implements an integrated advancement strategy that strengthens philanthropic support, deepens donor and member engagement, elevates the organization's profile, and advances Coastal Rivers' [2026-30 Strategic Framework](#).

The Advancement Director is accountable for achieving fundraising targets, growing and diversifying philanthropic support, and increasing the number of supporters, including through a robust and highly strategic program of online and social media engagement. This person will foster a culture of philanthropy across the organization, ensuring alignment between communications plans and development strategy, while cultivating a high-performing advancement team. Working closely with the Executive Director, Deputy Director, Board of Trustees, and staff, they will connect organizational priorities to measurable advancement goals while personally managing major-donor relationships.

Work Schedule: This is a full-time, exempt position with a standard work schedule of 35 hours per week, with flexibility required during peak campaign periods, including membership and annual appeal seasons, and occasional evenings or weekends.

Compensation: \$100,000 - \$115,000, depending on qualifications and experience

Other Benefits:

- Paid holidays, sick time, and vacation
- Health insurance (including vision and dental)
- Short- and long-term disability and life insurance
- SIMPLE IRA with 3% employer match
- YMCA membership
- Significant discount on summer camp and other member programs
- Opportunities for paid professional development
- Flexible scheduling to support a healthy work-life balance
- Interim housing may be available

Duties and Responsibilities:

Fundraising Strategy and Major Gifts

- Direct the organization's overall fundraising strategy, integrating annual giving, membership, major and planned gifts, events, and institutional/grant funding into a cohesive advancement plan aligned with the Strategic Framework
- Identify, cultivate, solicit, and steward a portfolio of major and principal gift donors

- Lead planning and execution of capital or comprehensive campaigns in partnership with the Executive Director and Board of Trustees, including campaign strategy, timelines, and volunteer leadership structure
- Partner with program leaders to translate the strategic priorities into fundable initiatives, strong cases for support, and multi-year revenue strategies
- Set annual and multi-year fundraising and membership goals based on the resources needed to advance the Strategic Framework, monitor progress against benchmarks, and adjust strategy accordingly
- Ensure the Development Manager's oversight of database management, gift processing, mid-level donor cultivation, events, and institutional giving aligns with overall advancement strategy
- Guide Planned Giving strategy in coordination with the Executive Director

Membership and Community Engagement

- Set strategic direction for membership growth, retention, and business membership programs, strengthening broad and durable community support for Coastal Rivers' mission
- Guide strategy for community partnerships and outreach that reduces informational and cultural barriers, welcomes diverse and underrepresented populations, and helps broaden public access to conservation lands and programs
- Provide oversight of donor and member engagement opportunities that deepen people's connection to the Damariscotta-Pemaquid region and inspire lasting participation and stewardship

Communications and Messaging Strategy

- Set overall direction for organizational communications in partnership with the Communications Director, using the Strategic Framework as the foundation for messaging, storytelling, and audience engagement
- Guide development of an annual communications plan that makes Coastal Rivers' priorities and impact clear, aligns development and program messaging, reaches new audiences, and increases participation and support across print, digital, social media, and donor-facing materials
- Oversee development of key public-facing materials, campaigns, and messaging related to fundraising and organizational priorities, including conservation, stewardship, water quality, education, and community

Leadership Team and Staff Management

- Serve as an active member of the leadership team, along with the Executive and Deputy Directors, contributing to organization-wide strategy, annual planning, resource allocation, and decision-making
- Help shape and implement Coastal Rivers' strategic framework and organizational priorities
- Directly supervise and support the professional development of the Development Manager, Membership and Engagement Coordinator, and Communications Director
- Set clear priorities, workflows, and performance expectations for the advancement team, and conduct regular check-ins and annual performance reviews
- Foster an integrated, collaborative approach across development, membership/engagement, and communications functions
- Build staff capacity through coaching, training, and clear delegation, while remaining a hands-on contributor as needed
- Model Coastal Rivers' values of Welcoming, Trustworthy, Caring and Adaptable, and promote an inclusive, mission-driven, and equity-minded workplace culture
- Develop annual departmental work plans, establish priorities, allocate resources, and ensure staff efforts are aligned

Budget, Systems, and Reporting

- Develop, monitor, and manage the Advancement Department budget while ensuring responsible stewardship of organizational resources and accurate revenue forecasting
- Oversee strategic use of the CRM database across development, membership, and communications functions to ensure data integrity and effective reporting
- Prepare and present dashboards that connect fundraising, membership, communications and engagement performance to Strategic Framework priorities for the Executive Director, Board of Trustees, and relevant committees
- Ensure compliance with gift acceptance policies, donor privacy practices, and ethical fundraising standards
- Analyze fundraising, membership and engagement data to evaluate performance, identify trends, and adjust strategies to improve results

Board and External Relations

- Partner with the Executive Director to engage, educate and support Trustees in fundraising, donor stewardship, and ambassador roles
- Serve as primary staff liaison to the Board Development Committee, including preparing materials, tracking action items, and supporting committee strategy
- Cultivate and maintain relationships with major donors, foundation and corporate partners, and community leaders
- Represent Coastal Rivers Conservation Trust at community, donor, and partner events
- Coordinate with the Executive Director on Board engagement in fundraising and donor cultivation

Desired Qualifications and Skills:

- 10+ years of progressively responsible experience in nonprofit development and communications, including supervisory experience
- Demonstrated success cultivating, soliciting, and stewarding major gifts, and setting and meeting fundraising goals
- Experience planning and leading a capital or comprehensive campaign, from planning through execution
- Experience developing social media campaigns aimed toward fundraising
- Experience managing and developing staff, with strong coaching and delegation skills
- Strong strategic thinking and project management skills, with the ability to integrate multiple functions toward shared goals
- Excellent written and verbal communication skills, and comfort representing the organization to donors, board members, and the public
- Experience with donor CRM databases; familiarity with membership and communications systems a plus
- Genuine commitment to Coastal Rivers Conservation Trust's vision, mission, and values, including welcoming participation, ethical and transparent practices, and caring for people and place
- Ability to work collaboratively across teams, and to build trust with the Executive Director, Board, staff, and volunteers

To Apply: Please send your resume and cover letter as a single PDF package to hire@coastalrivers.org by October 5, 2026. Please do not make inquiries by telephone or in person, or separately by email.

Interim housing may be available if needed. Please indicate your interest in your email.

Coastal Rivers is an Equal Opportunity Employer and does not discriminate based on race, color, religion, sex, gender identity, gender expression, sexual orientation, age, size, national origin, disability, or any other protected characteristic as established by law. Additionally, Coastal Rivers strives to foster an inclusive workplace. People from diverse backgrounds, including those traditionally underrepresented in conservation leadership, are encouraged to apply.