Tug Hill Tomorrow Land Trust

Development & Communications Manager

Watertown, New York | Full-time | $56,500–$69,500 annually
Reports to: Executive Director | Coordinates: Interns, volunteers, contractors, and consultants

Tug Hill Tomorrow Land Trust is seeking a Development & Communications Manager to strengthen the relationships, resources, and community connections that make our conservation work possible.

This position leads organizational communications and storytelling, coordinates fundraising and donor engagement, and develops opportunities for people to connect with conservation through programs, events, and partnerships. We seek a thoughtful communicator who is eager to learn and adapt, combines creativity with sound judgment, possesses strong organizational skills, understands the role of communications in fundraising, and can carry projects from planning through completion with input from others and minimal oversight.

Communications & Storytelling

Lead the land trust's communications in support of organizational and fundraising goals. Create and maintain an annual communications and fundraising outreach calendar in partnership with the Executive Director and relevant committees.

Develop an integrated approach to newsletters, annual reports, email communications, website content, social media, media relations, fundraising appeals, and print and digital publications. Draft stories, articles, appeals, acknowledgment letters, and related content.

Work with colleagues, landowners, donors, and partners to tell compelling stories about conservation and its impact. Coordinate contributors, outside designers, production schedules, and deadlines with strong editorial judgment and attention to detail.

Development & Donor Engagement

Work with the Executive Director and board members, including the Development Committee, to support appeals, campaigns, donor acknowledgments, stewardship, research, and cultivation.

Oversee fundraising appeals, including content development, donor cultivation, production, and execution. Coordinate all aspects of the appeal process, including audience segmentation, mailing lists, printing, signing, and the involvement of volunteers and contractors, to ensure timely and effective outreach.

Develop a foundation cultivation strategy in partnership with the Executive Director, including researching funding opportunities and drafting grant applications and reports.

Cultivate and strengthen relationships with members, donors, and prospective supporters through thoughtful communication, personal outreach, and meaningful engagement. Support donor stewardship in collaboration with the Executive Director and Development Committee. Maintain accurate donor and membership records in the database, with administrative tasks delegated as organizational capacity grows.

Community Engagement, Programs & Events

Develop and coordinate a limited number of educational programs, outings, donor gatherings, and community partnerships aligned with the land trust's annual work plan. Manage event planning and

execution, including schedules, promotion, registration, sponsorships, volunteers, vendors, and day-of logistics.

Perform other duties as assigned by the Executive Director in support of the land trust's mission and organizational priorities.

Working at Tug Hill Tomorrow Land Trust

This is a multi-functional position that sets the tone for our outreach and engagement. We're a small team with a big love for the places we protect and the communities we serve. Our work brings us together with passionate landowners, generous supporters, dedicated volunteers, and people who care deeply about the future of our region. Every team member has an opportunity to make a meaningful contribution, bring new ideas to the table, and see the impact of their work firsthand.

We believe great conservation work happens when people share ideas, support one another, and have a little fun along the way. We're looking for someone who brings initiative, adaptability, a collaborative spirit, a willingness to pitch in as needed, and genuine enthusiasm for our mission.

As part of a broader community of land trusts, we are committed to the Land Trust Alliance's *Standards and Practices*, which guide our work and reflect our commitment to responsible, lasting conservation. We also value professional growth and encourage learning through training, conferences, and connections with colleagues across the conservation community. A background in land conservation isn't required. What matters most is a willingness to learn, a commitment to doing good work, and a desire to make a difference.

Qualifications

- A minimum of three years of relevant professional experience in fundraising, communications, marketing, public relations, nonprofit management, or a related field. Five or more years of experience is preferred.
- A natural relationship builder who enjoys connecting with people, brings warmth and enthusiasm to their work, and can engage comfortably with donors, volunteers, board members, and community partners.
- Exceptional writing, editing, and communication skills, including the ability to tell engaging stories for fundraising, partnership development, and community outreach and to connect with diverse audiences.
- Ability to develop and implement systems that organize and streamline outreach and fundraising efforts as the land trust grows and adapts.
- Demonstrated experience managing projects, coordinating multiple priorities, meeting deadlines, and working independently with sound judgment and attention to detail.
- Experience in fundraising, donor engagement, membership development, or relationship management is strongly preferred.
- Proficiency with digital communications, social media platforms, and common office and design applications. Ability to capture compelling photographs and videos using a phone is a plus.
- Experience with donor management databases; familiarity with Little Green Light is a plus.
- A collaborative, creative, and resourceful approach to problem solving, with demonstrated initiative in learning new skills, adapting strategies, and carrying projects through completion.
- Ability to prioritize work based on organizational needs and deadlines, independently and as part of a team.
- A bachelor's degree or an equivalent combination of education and relevant professional experience.

- Ability to lift up to 25 pounds, sit for extended periods, and walk on uneven ground during events and programs, with reasonable accommodations as appropriate.
- Ability to travel throughout the organization's service area and participate in occasional evening or weekend activities. Reliable transportation is required.

Compensation & Benefits

- The anticipated salary range is $56,500–$69,500 annually, depending on experience and qualifications. Benefits include employer-supported health, dental, and vision insurance; a retirement plan with employer match; 15 days of paid vacation annually during the first two years, increasing to 20 days beginning in the third year; 10 days (80 hours) of paid health leave annually; paid holidays and a floating holiday; mileage reimbursement for work-related travel; and professional development opportunities.
- This is primarily an in-person position based at our Watertown office. We value flexibility and work-life balance, and opportunities for remote work will be considered once the employee is established in the role.

About Tug Hill Tomorrow Land Trust

Tug Hill Tomorrow Land Trust is a nonprofit conservation organization serving the Tug Hill region and surrounding communities. We work with landowners and communities to protect working farms and forests, wildlife habitat, clean water, outdoor recreation, and the natural heritage of the region. Our office is located at 1 Thompson Park / Zoo New York in Watertown.

How to Apply

Please submit a resume and cover letter describing your interest and relevant experience to hsourwine@tughilltomorrowlandtrust.org with the subject line "Development & Communications Manager Application." Priority consideration: November 25, 2026. The position remains open until filled.

Equal Employment Opportunity

Tug Hill Tomorrow Land Trust is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, creed, sex, pregnancy, sexual orientation, gender identity or expression, national origin, age, disability, marital status, military or veteran status, or any other status protected by applicable law. Reasonable accommodations are available during the application process; applicants may request assistance through the application contact above.