



## Position Advertisement

### Development & Marketing Director

#### Details

##### Status

Full-time exempt.

##### Location

Beechwood Farms Nature Reserve, 614 Dorseyville Road, Pittsburgh, PA. 15238. This position is primarily on-site, with hybrid flexibility available based on organizational needs.

##### Department

Development & Marketing

##### Reports To

Executive Director

##### Salary

\$75,000 - \$100,000 /year

##### To Apply

Send resume and cover letter as a single pdf file via email to [hr@aswp.org](mailto:hr@aswp.org).

##### Position Posting

Re-posted as revised on JUNE 3, 2026. Open until filled.

##### Job Summary

The Development & Marketing Director leads the organization's fundraising and marketing efforts, developing and directly implementing strategies that cultivate and solicit support from individual donors, foundations, corporations, and members. The position is directly responsible for fundraising plans, donor cultivation, foundation relationships, events, grant proposals, membership growth, and capital campaigns

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that sustain and expand the organization's mission. Working with the Executive Director, the Director builds and manages donor and institutional relationships while aligning data-driven marketing and engagement efforts to support earned and solicited revenue growth. The position manages a Development & Marketing team (1 or 2 staff plus volunteers), and coordinates staff across the organization to identify funding opportunities, develop proposals and broadly communicate the impact of ASWP's programs, experts, and places to a diversity of audiences. This position oversees the growth of ASWP's brand and audience engagement through compelling, multi-channel media focused on bird conservation and connecting people to nature.

## Responsibilities

### Development Strategy & Planning

1. Develop and implement annual fundraising plans to grow individual giving, membership, foundation support and corporate partnerships.
2. Prepare and manage the Development & Marketing budget.
3. Develop donor cultivation plans and oversee moves management systems.

### Individual Giving & Major Donor Development

1. Build and manage a portfolio of major donors and prospects.
2. Cultivate and solicit major gifts, planned gifts, and leadership contributions in partnership with the Executive Director and board members.
3. Plan and execute fundraising appeals and membership campaigns.
4. Oversee membership engagement and retention activities.

### Institutional Giving & Partnerships

1. Identify and cultivate relationships with foundation and corporate partners.
2. Directly prepare foundation grant proposals and corporate partnership proposals while supporting government grant proposals by programs.
3. Partner with the Executive Director to steward key funder relationships.

### Events & Campaigns

1. Plan and oversee an annual fundraising event and smaller cultivation events.
2. Support third-party fundraising events and partnerships.
3. Lead planning and implementation of capital campaigns and other major fundraising initiatives, managing campaign contractors as needed.

### Marketing & Communications Leadership

1. Develop marketing strategies that align communications with fundraising, earned revenue, and member engagement priorities.
2. Oversee digital communications, email marketing, and social media strategy.
3. Ensure consistent brand identity and messaging across organizational comms.
4. Guide storytelling and content development that inspires support.

### Development Operations & Data Management

1. Oversee donor database systems and development operations including donor research, tracking, segmentation, and reporting.
2. Ensure effective use of CRM, donor research, and storefront systems to support fundraising strategies and marketing of earned revenue and program offerings.
3. Monitor fundraising analytics and use data insights to inform fundraising and earned revenue strategies; produce program indicators.

### Leadership & Collaboration

1. Supervise Development & Marketing staff while integrating volunteerism.
2. Coordinate fundraising and communications activities across departments.
3. Work with the Board of Directors and its Development Committee to support fundraising including engaging members in cultivation and solicitation.
4. Demonstrate skilled leadership in the integration of technology, vibrant media and storytelling to engender diverse and growing support for the mission.

### Qualifications, Education, and Experience

1. Bachelor's degree required; master's degree preferred in nonprofit management, communications, business, education, or a field related to environmental conservation.
2. Minimum 5 years of progressive experience in development, with success securing philanthropic support from individuals, corporations, and foundations.
3. Proven experience managing a portfolio of donors or prospects and personally soliciting major gifts, grants, or sponsorships.
4. Experience developing and implementing fundraising strategies and campaigns that drive revenue growth.

5. Experience supervising staff and contractors or leading cross-functional teams in development, marketing, communications, or related functions.
6. Demonstrated ability to guide or oversee marketing and communications efforts, including working with digital media, storytelling, or engagement.
7. Strong relationship-building and communication skills, with the ability to cultivate partnerships and effectively articulate impact to donors.
8. Experience using CRM systems and data to inform fundraising strategy and decision-making.
9. Access to a reliable vehicle and willingness to travel regionally required.

## Benefits

1. Comprehensive health, dental, and vision insurance with significant employer contributions toward employee premium and deductible costs.
2. 100% employer-paid life, short-term, and long-term disability insurance
3. Retirement plan with 3% employer match
4. 10 paid holidays annually
5. Paid Time Off (18 to 28 days annually based on tenure)
6. Sabbatical leave benefit for long-tenured employees
7. 40% employee discount at the Beechwood Farms Nature Store

## Work Environment & Physical Requirements

This role requires a combination of office-based and on-site work. While based at Beechwood Farms Nature Reserve in Fox Chapel, the position will also travel to ASWP's properties in Butler County multiple times per month. Occasional evening and weekend work is required for events. The position may involve walking on uneven terrain, standing for extended periods during events, and lifting materials up to 25 lbs.

## The Organization

*Audubon Society of Western Pennsylvania connects the people of southwestern Pennsylvania to birds and nature through its programs, projects, and places.*

Founded in 1916, Audubon Society of Western Pennsylvania (ASWP) is an environmental education and conservation engagement organization based in Pittsburgh (Fox Chapel). ASWP is a fiscally and legally independent chapter of National Audubon and serves a seven-county region consisting of Allegheny, Armstrong, Beaver, Butler, Fayette, Washington, and Westmorland counties. Through

robust programs, projects, and places, ASWP educates and inspires the people of southwestern Pennsylvania to be effective stewards of the natural world and to help create more bird-friendly communities. Each year, ASWP engages over 20,000 students — from pre-K through college — in formal, hands-on, natural history programs. ASWP also reaches more than 10,000 adults and families through programs that create environmental literacy and excitement for the natural world. Among the programs and initiatives available:

- In-school Programs: ASWP programs connect students in schools, on its reserves, and online to the wonders of birds and nature. These programs are an entry point to life-long learning and stewardship.
- Master Birder Program: This program is designed to provide participants with techniques to enhance their existing avian identification skills including identification by sight and sound, and understanding avian biology, local ecology, and habitat requirements in southwestern PA.
- Certified Backyard Habitat Program: A program to guide people in helping birds and pollinators across southwestern PA. Each CBH acts as a mini-nature reserve, providing quality habitat for wildlife and reducing threats such as outdoor cats and window strikes.

These projects enable people to participate in meaningful conservation activities and/or help to improve and maintain important habits and resources throughout the region. ASWP's nature centers and reserves — Beechwood Farms Nature Reserve in Fox Chapel, Allegheny County; Succop Nature Park in Butler; Butler County; and Todd Nature Reserve and Buffalo Creek Nature Park in Sarver, Butler County — offer over 12 miles of trails through more than 500 tranquil acres that provide an oasis for individuals, families, and groups to explore and reconnect with nature at their own pace.

With an annual operating budget of \$2.6 million and 15 FT employees, (plus teams of seasonal and part time help and passionate volunteers), ASWP conducts both formal and informal programs in schools, local parks, and at its four locations, advocates on behalf of birds and nature, and conducts conservation programs throughout western Pennsylvania.

For more information, please visit: <https://www.aswp.org/>

## Access to Nature & Equal Opportunity Employment

Audubon Society of Western Pennsylvania believes that everyone should have access to nature regardless of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or socio-economic status. ASWP is committed to providing a workplace and guest experience

that is accessible, respectful, and welcoming to all. ASWP is also an equal opportunity employer and does not discriminate in employment based on race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, or any other protected characteristic under applicable federal, state, or local law.