

Job Title: Marketing and Development Associate
Job Location: Houston, Texas



Organization Background

Since 1992, the Katy Prairie Conservancy (KPC) has been working to protect the prairie for people and wildlife while land is still available and fairly affordable. We are a nationally accredited 501(c)(3) non-profit organization located in Houston, Texas, and a trusted leader in local land conservation. As one of the largest local land conservation organization, by acreage, in southeast Texas, we have now protected over 24,000 acres of the Texas Coastal Prairie. Conservation efforts by KPC keep land in agriculture for local farmers and ranchers, restore targeted areas back to the historic prairie/wetland complex, and provide one of the last strongholds for wildlife in the region. KPC's ground-breaking community-based conservation programs afford a place for families to have nature-based adventures, and have earned KPC local, statewide, and national awards. And timelier than ever, these protected lands aid with flood control, contribute to the protection of our watersheds, and create a resilient landscape from the prairie to the Gulf Coast.

Position Description

The Katy Prairie Conservancy seeks a **Marketing and Development Associate** to provide support to KPC's advancement team. Under the direction of the Advancement Director, this position assists with a variety of projects related to marketing, public relations, special events, general fundraising, and database management.

Key Duties and Responsibilities

- Maintain and administer KPC's constituent and donor database, including the timely entry and acknowledgement of gifts, reports, mailing list exports, and other related tasks.
- Spearhead the development and production of a monthly newsletter, e-blasts, and annual reports, in addition to coordinating general marketing and promotional materials.
- Maintain KPC's website and social media presence, including the production of posts, ads, and spotlight stories, tracking associated analytic metrics, and maintaining the online calendar of events. Monitor online conversations and participate in them to build brand visibility and supporter engagement.
- Develop content and strategies that encourage action for various communication platforms.
- Assist in planning and executing special events, including the annual KPC Bash, Prairie Leadership Circle events, and other events as identified by KPC leadership.
- Assist with end-of-year annual appeal concepts and execution, as well as donor and volunteer stewardship.
- Write and pitch press releases as needed, coordinate media opportunities, and generate calendar releases.
- Provide writing and editing services for other communication projects as assigned.
- Coordinate annual applications and reports to EarthShare of Texas, BBB, GuideStar, and others.
- Other duties as assigned.

Key Qualifications

- A passion for land conservation.
- Exceptional written, verbal, and interpersonal communication skills.
- Excellent computer skills, specifically in Microsoft Office. Basic graphic design skills using Adobe Creative Suite. Donor management software (DonorPerfect) and ConstantContact experience strongly preferred.
- Strong attention to detail and accuracy; excellent organizational skills. The ability to produce polished work with minimal oversight is a must for this position.
- Capacity to multi-task and work on multiple projects at once.
- Ability to build rapport with donors, volunteers, and the public with diplomacy and discretion.
- Discretion with sensitive information and ability to maintain confidentiality.
- 1-2 years of experience working for a non-profit organization (or relevant collegiate experience), preferably in development and/or marketing, would be considered a plus.
- Integrity, professionalism, and dedicated work ethic.
- Highly energetic and self-motivated, with proven ability to work as a member of a high-performance team.
- Bachelor's degree desired.

Applicant must be willing to occasionally work after hours and weekends, as necessary to support special events and particular projects. Must be able to physically lift, carry, and handle equipment, supplies, and other materials. Requires sitting, standing, climbing stairs, and walking for moderate periods of time. Good hearing is necessary to receive detailed information through oral communication. Visual acuity is needed to produce work product and to verify accuracy of written materials. Must have ability to adapt to varying workloads and work assignments.

The above statements are intended to describe the general nature and level of work to be performed by the person in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of this person and position.

Salary and Benefits

Salary commensurate with experience. Benefits include health insurance, paid vacation, and contribution to retirement plan. KPC will consider candidates who wish to work less than full time.

If interested, please send cover letter and resume or statement of qualifications to info@katyprairie.org with "Marketing and Development Associate" in the subject line. Candidate will be required to pass background check and provide references upon request.

The Katy Prairie Conservancy (KPC) is a 501(c)(3) land trust accredited by the Land Trust Accreditation Commission. As an equal employment opportunity employer, KPC is committed to maintaining a non-discriminatory work environment, and does not discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin, age, disability, veteran status, marital status, sexual orientation, gender identity, or any other characteristic protected by applicable law. KPC is committed to creating a dynamic work environment that values diversity and inclusion, respect and integrity, and innovation.