



## CONSERVATION FINANCE NETWORK

**Title:** Network Engagement Director, The Conservation Finance Network

**Location:** Remote

**Status (Exempt or Non-Exempt):** Exempt

**Reports To:** Executive Director

### POSITION SUMMARY

Reporting to the Executive Director, the Network Engagement Director will advance the Conservation Finance Network's (CFN) efforts to accelerate the pace and scale of land and resource conservation, restoration, and stewardship by expanding the use of innovative and effective funding and financing strategies. The Director will be responsible for continuing to guide establishment of a dynamic network that connects members with CFN and fosters peer-to-peer interaction where members share learnings, inspire each other, and collaborate directly. This includes working in collaboration with the CFN team to lead development of a communications strategy and improvements to our communications channels including our website, bimonthly email newsletter ("ENews"), and other outreach activities. The Director will both develop strategy and collaborate with staff responsible for in-person and online training to activate and deepen the network connections and assist with fundraising to ensure implementation of the organization's strategic plan. This is a unique opportunity to join a highly motivated and talented team at an exciting point in CFN's evolution.

### THE CONSERVATION FINANCE NETWORK

The Conservation Finance Network (CFN) advances land and resource conservation by cultivating a network that expands the use and replication of innovative and effective funding and financing strategies. We support a vibrant community of practice across the nonprofit, public, philanthropic, and private sectors that shares and incorporates best practices in conservation finance. We achieve our mission through four key strategies: **convening** practitioners through various training and networking events; **connecting** practitioners with information, tools, and best practices and with each other; **coaching** practitioners in best practices, including through partnerships such as those with the U.S. Forest Service's Cooperative Forestry Program and the Department of Defense's Sentinel Landscapes Partnership; and **catalyzing** development of the conservation finance field and replication of innovations within it. Since its founding in 2007, the CFN has evolved into a vibrant network and go-to resource hub for thousands of practitioners across the country seeking to deploy effective and innovative funding and financing strategies. The Network Engagement Director will play a critical role in the continued growth and evolution of the CFN, strengthening participation and belonging in the network, enhancing the visibility and accessibility

of opportunities across the movement and amplifying the stories and impact of the network and its members.

## **PRIMARY RESPONSIBILITIES**

We understand that each applicant will bring unique skills, knowledge, and experience to this position. Our small but nimble team is open to discussing what each candidate brings to the table and how responsibilities might shift among the team to leverage individual strengths. With that in mind, the primary responsibilities of the Network Engagement Director will include the following:

- **Network Building & Expansion (55%):** Conduct regular outreach with existing and potential practitioners, partners, and stakeholders to deepen and grow CFN's network. Design and implement initiatives to engage and connect practitioners with one another to speed learning among them about best practices - e.g., Ask the Expert, Working Groups and "Coffee Klatches" -and develop an alumni program. Evaluate and respond to coaching and technical assistance inquiries if they meet current objectives.
- **Website, Social Media & ENews (20%):** Oversee our new website to increase CFN's visibility and engagement with our network members. The Director will manage content for the site with a primary emphasis on "curating" the material of network members and partners and a lesser focus on creating original content. In partnership with the Executive Director, they will oversee the web's blog and organization's bimonthly emailed newsletter (our "ENews"), prune and expand our network mailing list and manage, cultivate, and grow our LinkedIn community and social media.
- **Support on CFN Programming (15%):** Support colleagues with other core programs, including Boot Camp, Roundtable, other convenings, and webinars. This will include network specific tasks such as marketing as well as event planning and logistics. Lead on creating and implementing a virtual calendar of all events – e.g., webinars, Boot Camp, Roundtables, CFN alumni gatherings and other virtual events – to ensure an effective, comprehensive, and coordinated engagement/communications strategy.
- **Administrative Duties (10%):** Based on communications, regularly update and maintain files and track data relevant to the network communications/engagement plan, including engagement with key individuals in our network using shared record data keeping system (CRM). Support the Executive Director in preparing updates for the Steering Committee regarding engagement strategies and activities.

## **BACKGROUND AND PERSONAL ATTRIBUTES**

The following factors will help a candidate to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Desired Experience:**

- Demonstrated results in shaping strategy to develop and expand networks to advance strategic plans and programmatic work.
- 5–7 years of working experience in Communications or Marketing departments in Nonprofit organizations, including setting programmatic objectives and strategy.
- Bachelor's degree in journalism, Public Relations, Communications, Marketing, Environmental Science, Finance, or a related field.

- Strong attention to detail and proven project management skills.
- Excellent written and verbal communication skills and significant digital experience.
- Proficiency with Microsoft Office Suite (PowerPoint, Excel, and Word), as well as Adobe, Canva, Teams, and Zoom.
- Experience with website management (Drupal or others).
- Professional experience developing content on LinkedIn.

### **Desired Skills & Attributes**

- Passion for helping land and resource conservation practitioners envision and pursue new pathways for funding and financing their efforts.
- An entrepreneurial spirit, comfort with uncertainty, an inclination to prevent or solve problems, and an ability to think strategically and creatively to advance organizational goals.
- An ability to bring humor, curiosity, joy, and humility to further a positive team dynamic and community culture.
- Ability to anticipate and/or ascertain the needs of partners and stakeholders.
- Excellent interpersonal and written/verbal communication skills, and organizational skills.
- Commitment to furthering a positive team dynamic and community culture.
- Ability to exercise sound and independent judgement while maintaining confidentiality as appropriate.
- Experience using CRM.

### **PHYSICAL/MENTAL REQUIREMENTS:**

- Must be willing to work occasional evenings and/or weekends.
- Typically 10% travel required.
- Valid driver's license required.

### **LOCATION, COMPENSATION AND BENEFITS:**

This is a remote position with an expected salary range of \$80,000 - \$90,000 depending on experience.

Multiplier provides a comprehensive compensation package, including:

- 100% employer paid medical, dental, and vision insurance for employee
- 401(k) retirement plan with 3.5% employer match
- 12 paid holidays, including 2 floating holidays
- Vacation accrual of 15 days for years 1-4
- 10 annual sick days

### **HOW TO APPLY:**

Applications will be accepted until the position is filled. Please submit a resume and cover letter to CFN's Project and Operations Manager, Alyssa Doman, via email: [adoman@conservation-finance.org](mailto:adoman@conservation-finance.org).

The Conservation Finance Network is an independent operating project of the nonprofit umbrella organization, Multiplier, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world ([www.multiplier.org](http://www.multiplier.org)).

**EEO STATEMENT:**

Multiplier and the Conservation Finance Network celebrate diversity and are committed to building teams and partnerships that represent a variety of backgrounds, perspectives, and skills. Multiplier and the Conservation Finance Network are also committed to providing an environment of mutual respect that is free from discrimination and harassment. Multiplier and the Conservation Finance Network prohibit discrimination in its governance, programs and activities on the basis of race, color, national origin, age, disability, religion, gender, sexual orientation, gender identity, genetic information, political beliefs, reprisal, marital status, amnesty, status as a covered veteran, because all or part of an individual's income is derived from public assistance, or for any other non-merit based factor.