



Trinity Park Conservancy Advancement Associate Job Description

The Advancement Associate (Associate) will support the advancement of Trinity Park Conservancy's mission, philanthropic profile, and fundraising efforts through management of the Conservancy's contact relationship management system as a cross-departmental tool. Reporting to the Director of Development, the Associate performs all gift processing and acknowledgements, and ensures the accuracy and integrity of all constituent records. Additionally, the Associate supports external communications as well as cross-department equity goals through high-quality data analytics, reporting, segmentation, and audience discovery. The Associate will assist in the creation and deployment of targeted messaging to strengthen the Conservancy's pipeline of diverse supporters.

About Trinity Park Conservancy

Trinity Park Conservancy is a nonprofit dedicated to the stewardship of Dallas' largest public green space, the 10,000 acres of the Trinity River. Believing that the River is the natural gathering place for all Dallas residents, the Conservancy is committed to bringing people together to share their ideas, learn more about the possibilities and habitat of the area, and to assist in making it a more accessible space. In 2018, the Conservancy was selected to design, construct and maintain Harold Simmons Park in a private/public partnership with the City of Dallas and the Trinity River Corridor Local Government Corporation. Trinity Park Conservancy is dedicated to continuing conversations in the community throughout the Park development process. To keep up-to-date with the latest news from Trinity Park Conservancy become a Friend of the Conservancy at www.trinityparkconservancy.org.

Essential Duties and Responsibilities

- Serve as primary liaison for Blackbaud Raiser's Edge, Blackbaud RE NXT, and Luminate Online (or similar constituent engagement/email platform), integrating their capabilities into Development, Community Engagement, and Marketing/Communications strategies.
- Serve as primary liaison for event registration and attendance platform (such as Eventbrite).
- Perform all gift processing and production of donor acknowledgment correspondence; support additional stewardship methods according to cross-department strategies.
- Establish format and process for maintaining up-to-date, accurate constituent data. Maintain industry knowledge of best practices in data hygiene, infrastructure, and nomenclature to create a best-in-class platform for Conservancy mission advancement.
- Document all policies and procedures pertaining to gift processing, constituent coding, and all database practices and integrations, while facilitating increased user adoption among Conservancy staff along established protocols.
- Create queries, exports, and reports (including document presentation and formatting) as requested for Conservancy needs; develop ongoing and monthly reporting to support advancement workflows, finance reconciliation, and inter-department goals.



- Support the creation of targeted lists and calendared communications, potentially including e-newsletters and print mailings, aligned with overall advancement strategies; monitor and provide data insight on engagement and communications response rates.
- Support preparation of best-in-class cultivation, solicitation, and stewardship materials.
- Generate monthly reconciliation reports for comparison with finance records; support annual audit and budget processes.
- Support Conservancy activities and events as needed, occasionally to include nights and weekends; reliable transportation required.
- Assist in managing department budget and inventory, including collateral packets, correspondence stock, and event materials.
- Advise on and assist in implementing staff-wide culture of philanthropy.

Preferred Background and Skills

- 2-5 years of experience managing CRM database(s) at a non-profit.
- Blackbaud Raiser's Edge knowledge required.
- Experience in segmenting lists for targeted messaging and knowledge of best practices.
- Experience working with appeals, campaigns, or event marketing.
- Excellent analytical skills and experience with creating reports for leadership, including report layout and formatting.
- Knowledge of donor cultivation cycle and donor-centric communications.
- Strong communication skills, both oral and written.
- Strong attention to detail, especially in proofreading and formatting reporting documents.
- Desire to be a flexible team player, with a positive attitude and ability to manage multiple projects at one time.
- A passion for the mission of the Trinity Park Conservancy and the opportunity to be a part of a transformative project for the community.

Bonus Background and Skills

- Experience in communications, marketing, or brand management.
- Familiarity with Dallas non-profit landscape and philanthropic community.
- Grant writing or grant reporting experience.
- Spanish language proficiency.

Compensation and Benefits

Salary and benefits will be competitive and commensurate with experience.

Trinity Park Conservancy is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

To Apply

Please submit a letter of interest and resume to info@trinityparkconservancy.org, and reference "Advancement Associate" in the subject line. No phone calls, please.