



Job Title: Director of Development and Communications      Department: Advancement  
Reports To: Executive Director      Effective: 10/1/2022  
Pay: Exempt

Maine Huts & Trails, a non-profit, operates an acclaimed backcountry recreation corridor among the mountains western Maine, with 80 miles of free, public backcountry trails, and provides opportunities for human-powered recreation including groomed hut-to-hut skiing, snowshoeing, hiking, paddling, and mountain biking. Along the trail MH&T maintains four award-winning and accessible eco-lodges that have earned a widespread reputation for their healthy, locally sourced meals. In its recent past the organization has welcomed tens of thousands of visitors to Maine's western mountains, forests, and waters inspiring lasting reverence for the region while contributing to the local economy.

MH&T's growth plan incorporates the crucial role of Director of Development and Communications and is a tremendous opportunity for professionals who aspire to build and help lead an Advancement Program.

**Position Summary and Objectives:**

The Director of Development and Communications will fundamentally contribute to Maine Huts & Trails' efforts to build a stronger, resilient, and sustainable organization. The position will report to the Executive Director. This position is responsible for fostering a "Culture of Advancement" that guides the staff and board with the energy, meaning, and importance to engage a community of individuals, foundations, members, volunteers, and businesses who share in their philanthropic giving, time, and enthusiasm in support of the mission and vision of Maine Huts & Trails. The position will drive a cycle of advancement that includes lodging and membership growth, donor and volunteer cultivation, and strategic partnerships all in support of the organization's mission.

Specifically, the Director of Development and Communications is responsible for directing and managing the marketing, sales, membership, and public relations functions for Maine Huts & Trails. This position reports to the Executive Director but will also work directly with the Board of Directors to establish goals, set priorities, effectively implement strategies, and establish matrices to measure progress. This position will be based out of the Kingfield office, and the position can accommodate working remotely, while emphasizing that engaging the MH&T community at the huts and on the trails is critical to the position's success. The role will involve travel throughout Maine and northern New England.

**Responsibilities:**

- Work closely with the Advancement Committee and staff colleagues on the development and execution of strategic marketing, communications, sales, and membership development plans, including integrating appropriate metrics for measuring progress and successes against those plans and established budgets.
- Develop partnerships with businesses and non-profits that help build awareness and drive occupancy while leveraging the strengths and resources of each partner organization or business.
- Develop and implement a group sales plan that drives occupancy year-round, particularly during the mid-weeks and shoulder seasons.
- Establish media goals, messaging, objectives, and strategies aligned with these business and partnership growth plans.
- Lead an effort to significantly increase membership by developing and implementing strategies that capture guest and partner leads, extend our reach to a broad outdoor experiential community, and leverages the capabilities of the organization's Salesforce CRM to keep our MH&T community engaged.
- Integrate print and electronic media and collateral in a manner that ensures consistent message delivery.
- Represent MH&T at trade shows, fairs, and other public events and speaking engagements to build awareness, network, and drive business.

**Abilities & Skills**

- Current knowledge in nonprofit fundraising and communications, including experience in donor prospect cultivation; articulating goals and outcomes, and drafting grant proposals
- Knowledge of fundraising trends and ability to connect research, business trends and professional development opportunities to the meet the needs and of the organization
- Demonstrated supervisory skills
- Proven successful interactions with a nonprofit board and a diverse array of stakeholders
- Experience using a CRM database. Working experience with Salesforce (preferred).
- Enthusiastic, flexible, and positive demeanor; capable of working independently as well as part of a team
- Demonstrated ability to establish and meet deadlines
- Excellent written and proofreading skills, and strong, confident oral communication skills
- Excellent computer/technology skills, especially in Outlook, Word, Excel, PowerPoint, and social media platforms

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform any other related duties as may be required by their supervisor.

To apply, please submit cover letter and resume to [employment@mainehuts.org](mailto:employment@mainehuts.org)

Maine Huts & Trails is an Equal Opportunity employer and values diversity in the workplace.