



Big Sur Land Trust is hiring a new

# Salesforce CRM & Annual Giving Administrator

(Posted April 2025)

Join Big Sur Land Trust (BSLT) as the Salesforce CRM & Annual Giving Administrator, where you will play a key role in overseeing the annual giving campaign, and ensuring a productive and organized Salesforce CRM database. Our outstanding team is dedicated to nurturing talent and fostering a supportive, diverse work environment to achieve Big Sur Land Trust's mission:

*Big Sur Land Trust is a non-profit organization with a mission to inspire love of land across generations, conservation of our unique Monterey County landscapes, and access to outdoor experiences for all. We see a future where natural landscapes, working lands, urban open spaces and healthy communities are cared for by people who share a love of nature and a deep appreciation for the richness of their diverse cultures.*

## Job Detail

<b>Job Title:</b>	Salesforce CRM & Annual Giving Administrator
<b>Location:</b>	Monterey Office
<b>Status:</b>	Full time, Non-Exempt
<b>FTE:</b>	100%
<b>Reports to:</b>	Director of Development
<b>EEO:</b>	The Big Sur Land Trust provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, or genetics

## Job Duties

<b>General Description</b>	As the Salesforce CRM & Annual Giving Administrator you will be primarily responsible for design, development, and implementation of our Salesforce CRM system and administration of our annual giving campaigns. You will be responsible for providing a wide range of constituent engagement, data entry and strategic support related to our Development and Communications projects. Duties include facilitating solicitations (print and email) and maintaining the flow of information and communications with donors/volunteers in our CRM (Constituent Relationship Management) database. In addition, the position is responsible for ensuring donor database accuracy through up-to-date record entry. This is an excellent opportunity for an experienced development professional passionate about land conservation and possessing excellent Salesforce administrative, organization, and communication skills.
<b>Examples of Primary Duties:</b>	<p><b>75% Annual Giving</b></p> <ul style="list-style-type: none"> <li>• Plan and manage annual giving campaign for donations ranging from \$25-\$4,999</li> <li>• Cultivate and maintain strong relationships with constituents.</li> <li>• Support our donors to accomplish their philanthropic goals and ambitions through a relationship with our organization.</li> <li>• Serve as liaison with development and communications vendors, and service providers, to support fundraising and communications</li> <li>• Build reports to support communications, development, community outreach and other program goals and objectives</li> <li>• Analyze data and trends in constituent contact, determine fundraising and communications program effectiveness, track donor trends and identify potential major donors.</li> <li>• Support relationship-building efforts by accurately capturing constituent information, interactions, and database maintenance, providing acknowledgment phone calls, and occasionally representing BSLT on hikes with donors</li> <li>• Support Director of Development with a variety of tasks related to accomplishing our development and communications goals</li> <li>• Assists with special development and communications projects as needed</li> <li>• Performs other related duties as assigned by management</li> </ul> <p><b>20 % Salesforce CRM Database</b></p> <ul style="list-style-type: none"> <li>• Data Management: Maintaining accurate and up-to-date information about constituents in the CRM system.</li> </ul>

	<ul style="list-style-type: none"> <li>• Reporting and Analysis: Generating reports and analyzing data to identify trends, measure success, and improve strategies.</li> <li>• Perform manual data entry/bulk data imports into the Sales Force. Maintain accuracy of constituent (donors, volunteers, partners, and program participants) information especially as new records are created.</li> </ul> <p><b>5% Mailing and Office Administration</b></p> <ul style="list-style-type: none"> <li>• Maintain and generate mailing lists for all direct mail solicitations (print and electronic), newsletters, event invitations, and other general communications pieces.</li> <li>• Track RSVPs and answer questions via phone or email for potential attendees.</li> <li>• Print direct mail letters and prepare bulk mail postage for appeals</li> <li>• Cultivate and maintain strong relationships with constituents.</li> <li>• Maintain organized filing systems (digital and physical), ensuring compliance with nonprofit regulations and confidentiality</li> <li>• Prepare new donor packets and mailings for individual donor follow-up</li> <li>• Performs general clerical duties, including but not limited to inbound phone calls, inbound email response, scanning, filing, photocopying, typing, and mailing</li> <li>• Foster a positive office culture aligned with the nonprofit's mission and values</li> </ul>
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<b>Accountabilities</b>
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	<p>The Salesforce CRM &amp; Annual Giving Administrator is accountable for delivering the following results:</p> <ul style="list-style-type: none"> <li>• An extremely high level of accuracy in their work</li> <li>• Increase number of individual annual donors and total amount raised</li> <li>• Track a variety of projects and deadlines among shifting priorities</li> <li>• Work collaboratively across the organization</li> <li>• Anticipating and delivering on the needs of both internal and external constituents</li> <li>• Adhere to BSLT's Values and Guiding Principles</li> </ul>
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<b>Qualifications</b>
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<b>Knowledge and Skills</b>	<p>The successful candidate will possess any combination of education, training, and work experience that provides the required knowledge and skills. Typical qualifying education and experience might include:</p> <ul style="list-style-type: none"> <li>• Two years of work experience in fundraising, sales, or a related discipline.</li> <li>• Proficiency with Salesforce CRM structuring, reporting, entry and analysis required</li> <li>• Strong command of Excel spreadsheets and proficiency in other Microsoft 365 Suite of applications</li> <li>• Project management of multiple complex projects with deadlines</li> <li>• Strong organizational, problem-solving, and analytical skills</li> <li>• Exceptional written and verbal communication skills</li> <li>• Versatility, flexibility, and a willingness to work within constantly changing priorities</li> <li>• Acute attention to detail</li> <li>• Strong interpersonal skills that foster internal and external consensus and cooperation</li> <li>• Must be public-spirited and committed to the mission, values, and strategic plan of BSLT</li> </ul>
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<b>Physical/Mental Work Demands:</b>	<ul style="list-style-type: none"> <li>• Frequently required to read technical information and work on a computer</li> <li>• Frequently required to sit, stand, climb, push, pull, and occasionally move equipment</li> <li>• Occasionally required to lift items up to 40 pounds</li> <li>• Work in a work environment with a moderate noise level</li> <li>• Ability to work remotely on occasion with supervisor's prior approval.</li> <li>• Ability to participate in outdoor functions, perform mountain driving and hiking/walking</li> </ul>
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**Compensation & Benefits:** The annual salary range is **\$70,000 - \$75,000**, depending on experience and qualifications. BSLT offers a competitive benefits package, including an extensive health plan, which includes medical, dental, and vision coverage and life insurance; contributions to a 403(b); and paid holiday, vacation, and sick leave.

**How to Apply:** The following three items are required to be considered for the position:

1. Your resume
2. A letter of interest that addresses qualification requirements, notes availability to start.
3. Please E-mail the completed application to [employment@bigsurlandtrust.org](mailto:employment@bigsurlandtrust.org). Applicants with the most relevant experience and qualifications suitable for the position will be contacted for interviews. No calls, please. **The position is available immediately and will remain open until filled.** For more information about BSLT, please visit [www.bigsurlandtrust.org](http://www.bigsurlandtrust.org)