C&O Canal Trust Position Description

TITLE:	Associate Director of Development, Individual & Corporate Giving
REPORTS TO:	Vice President of Advancement
LOCATION:	**Hybrid**, in office at C&O Canal Trust Offices in Georgetown, DC, and telework.
DURATION:	Permanent
HOURS:	Full-time, exempt

Overview

Are you ready to help protect the largest national park in the Washington, D.C. region? Stretching 184.5 miles from Georgetown, in Washington, DC, to Cumberland in Western Maryland, the C&O Canal National Historical Park welcomes roughly five million visitors annually, often surpassing the visitation of icons like Yellowstone and Yosemite. As an almost entirely fee-free park, it is one of the most accessible and beloved resources in the nation for recreation, exercise, and the enjoyment of history and nature.

The **C&O Canal Trust** is the official nonprofit philanthropic partner to the **Chesapeake & Ohio Canal National Historical Park** (C&O Canal). For nearly 20 years, we have worked in partnership with the National Park Service (NPS) to raise essential funds and manage programs to preserve and enhance the park's natural, historical, and recreational resources for future generations. Driven by the generosity of individuals, foundations, corporations, and community partners, we have granted roughly $5 million to the park to support education, conservation, and preservation efforts since our inception in 2007.

We are a passionate team driven by a love for the outdoors, the park's deep cultural and historical significance, and public service. Join us as we continue to grow our organization, expand our work, and deepen our connection with those who love the park.

The Position

The Associate Director of Development, Individual & Corporate Giving plays a central role in advancing the C&O Canal Trust's philanthropic mission by leading the strategy, implementation, and growth of individual and corporate giving programs. This position is responsible for developing and managing fundraising initiatives that strengthen donor relationships, increase philanthropic revenue, broaden the Trust's community of supporters, and generate sustained investment in the C&O Canal National Historical Park.

Working closely with the Vice President of Advancement, the Associate Director translates organizational fundraising priorities into effective annual giving strategies, campaigns, corporate partnerships, sponsorships, and donor stewardship initiatives. The role combines strategic planning with hands-on execution, using data, relationship-building, compelling communications, and cross-departmental collaboration to achieve measurable fundraising results.

The Associate Director reports to the Vice President of Advancement and provides supervision of the Development Associate. As a key member of the Development & Advancement team, the Associate Director works in partnership with the President & CEO, Vice President, Board of Directors, and colleagues across the Trust to cultivate philanthropic support, strengthen donor engagement, and advance the organization's long-term sustainability and impact.

The position is based at the C&O Canal Trust's offices above the C&O Canal Georgetown Visitor Center in Georgetown, DC. Trust staff operate under a hybrid model to allow for on-site collaboration as well as focused telework time.

Duties and Responsibilities

Individual Giving & Fundraising Strategy

- Develop, implement, and evaluate strategies to grow individual philanthropic support, including annual giving, recurring giving, mid-level giving, major gifts, and planned giving in coordination with the VP of Advancement.
- Work with the Communications Team to plan and execute annual fundraising campaigns and appeals, establishing clear objectives and timelines, as well as performance measures and revenue goals for the Development Team.
- Partner with the VP of Advancement and President & CEO to identify, qualify, cultivate, and solicit major donors and prospective transformational supporters, ensuring coordinated relationship management.
- Manage a portfolio of individual donors and prospects, cultivating relationships, identifying opportunities for giving, and coordinating personalized solicitation and stewardship strategies.
- Strengthen the Trust's donor stewardship and engagement initiatives, working with the VP to develop strategies to attract new supporters, retain existing donors, and increase giving over time.
- Develop targeted approaches to engage new audiences and expand the Trust's philanthropic community across the park's 184.5-mile corridor and beyond.

Corporate Giving & Strategic Partnerships

- Lead the development and implementation of corporate giving strategies, including corporate sponsorships, employee giving, and other philanthropic collaborations.
- Identify, cultivate, solicit, and steward corporate partners whose interests align with the Trust's mission, programs, and strategic priorities.
- Develop compelling partnership proposals, sponsorship packages, and engagement opportunities that connect corporate partners with meaningful support for the park.
- Coordinate with Marketing & Communications and Programs & Operations to develop mutually beneficial partnerships, campaigns, and public-facing initiatives that increase visibility and philanthropic support.
- Maintain strong relationships with corporate partners through thoughtful stewardship, recognition, impact reporting, and ongoing engagement.
- Track corporate partnership activity and results, identifying opportunities to strengthen existing relationships and develop new sources of support.

Campaign Management & Fundraising Initiatives

- Lead the development, coordination, and implementation of fundraising campaigns and special giving initiatives in support of the Trust's strategic plan and annual operating priorities.
- Establish campaign plans, goals, budgets, schedules, and performance indicators, and monitor progress toward revenue and participation targets.
- Coordinate campaign messaging, donor communications, solicitation materials, and stewardship activities in collaboration with Marketing & Communications and other relevant teams.
- In collaboration with the VP of Advancement and President & CEO, identify opportunities to align fundraising campaigns with priority park projects, programs, preservation initiatives, and organizational milestones.
- Support the planning and execution of fundraising events and donor engagement activities in collaboration with the Development Specialist, Institutional Giving & Events, and other team members.
- Evaluate campaign performance and apply lessons learned to strengthen future fundraising strategies and improve donor engagement.

Donor Stewardship & Engagement

- Develop and oversee a comprehensive donor stewardship program that builds meaningful, lasting relationships and demonstrates the impact of philanthropic support.
- Ensure timely, personalized, and thoughtful donor communications, recognition, acknowledgments, and impact reporting in coordination with the Development Associate and Marketing & Communications team.
- Create opportunities for donors and corporate partners to connect directly with the park, its programs, staff, and volunteers.
- Work with colleagues to develop donor experiences, site visits, briefings, special events, and other engagement opportunities that deepen relationships and encourage continued support.
- Monitor donor retention, engagement, and giving trends, using insights to inform cultivation, solicitation, and stewardship strategies.
- Support the development and implementation of planned giving and legacy engagement initiatives in collaboration with the VP of Advancement.

Fundraising Operations, Data, & Performance

- Maintain effective fundraising systems, processes, and practices to support individual and corporate giving, donor engagement, and revenue growth.
- Work with the Development Associate to ensure accurate donor records, gift documentation, acknowledgments, and timely processing of contributions.
- Use the donor database and other reporting tools to analyze giving trends, monitor campaign performance, manage donor portfolios, and inform fundraising decisions.
- Develop and maintain regular reports on fundraising activity, revenue, donor acquisition and retention, campaign results, and corporate partnership performance.
- Work with VP to establish and maintain annual work plans, budgets, and measurable goals for individual and corporate giving initiatives.
- Identify opportunities to improve fundraising workflows, data quality, donor communications, and coordination across the Development & Advancement team.

Board & Cross-Department Collaboration

- Support the VP of Advancement in engaging the Board of Directors in fundraising, donor cultivation, stewardship, and ambassador activities.
- Help equip Board members with the information, tools, and opportunities needed to participate meaningfully in the Trust's fundraising efforts.
- Collaborate with the VP of Advancement and President & CEO to coordinate donor portfolios, relationship strategies, solicitations, and stewardship, ensuring clear communication and effective engagement.
- Work closely with Marketing & Communications to align fundraising messages, campaigns, donor stories, and public engagement initiatives.
- Partner with Programs & Operations to understand park priorities, identify compelling funding opportunities, communicate program impact, and connect donors with the Trust's mission delivery.
- Contribute to department planning, organizational initiatives, and special projects that advance the Trust's strategic goals.

As part of a growing nonprofit, this position may be asked to assist with organization-wide duties and at major events. Moderate evening or weekend work will be required. Compensatory time off is available.

Qualifications

- Bachelor's degree in nonprofit management, communications, business, marketing, public/private administration or relations, or a related field, or an equivalent combination of education and relevant experience.
- Minimum of 5-7 years of progressively responsible experience in nonprofit fundraising, development, advancement, or related work, with demonstrated experience in individual giving and/or corporate partnerships.
- Proven ability to develop and implement fundraising strategies, manage campaigns, cultivate donor relationships, and achieve measurable revenue and engagement goals.
- Experience with donor databases or customer relationship management systems, fundraising analytics, and donor reporting.
- Strong writing, presentation, communication, and interpersonal skills, including the ability to develop compelling fundraising materials and communicate effectively with donors, corporate partners, Board members, colleagues, and community stakeholders.
- Demonstrated ability to manage multiple priorities, meet deadlines, exercise sound judgment, and work both independently and collaboratively.
- Strong organizational skills and attention to detail, with the ability to translate strategic priorities into effective plans and consistent execution.
- Commitment to the mission of the C&O Canal Trust and an interest in historic preservation, national parks, conservation, outdoor recreation, or public service.

Preferred

- Master's degree or additional AFP certification.
- Experience with major gifts, membership programs, corporate sponsorships, and/or planned giving.
- Experience working with nonprofit Boards or community-based organizations in fundraising or donor engagement.
- Familiarity with the National Park Service, public lands, conservation, historic preservation, or related philanthropic partnerships.

- 3-5 years experience using donor management systems and fundraising analytics to guide strategy and evaluate results.

Core Competencies

- Relationship Building: Builds authentic, productive relationships with donors, corporate partners, Board members, colleagues, and community stakeholders.
- Fundraising Strategy & Execution: Connects organizational priorities to practical fundraising plans, effective campaigns, and measurable results.
- Communication & Storytelling: Communicates the Trust's mission and impact with clarity and enthusiasm, translating programmatic work into compelling reasons to give.
- Collaboration: Works across departments and with diverse stakeholders to align fundraising efforts and strengthen organizational outcomes.
- Initiative & Accountability: Takes ownership of responsibilities, follows through on commitments, proactively identifies opportunities to improve results, and supports team members.
- Data-Informed Decision-Making: Uses fundraising data, performance measures, and donor insights to evaluate progress and guide future action.
- Adaptability & Growth: Responds constructively to evolving organizational needs and contributes to a culture of learning, innovation, and continuous improvement.
- Mission Alignment: Demonstrates commitment to the C&O Canal National Historical Park and the Trust's mission.

Physical Demands and Safety

Most work is performed in an indoor office environment. Outside activities will occur with conditions varying by location and environment. You must be able to operate normal office equipment and be proficient with Google Workspace and have an awareness of donor management software.

Travel

The main work location will be at the C&O Canal Trust's offices above the C&O Canal Georgetown Visitor Center in Georgetown, DC. Travel to locations throughout the park will be required in support of development initiatives. The C&O Canal extends 184.5 miles along the Potomac River and touches many communities. Mileage reimbursements are offered.

Salary Range and Benefits

The salary range is $65,000 to $70,000 based on experience and the ability to meet the required responsibilities. The Trust offers a competitive benefits package including partial telework, 100 percent employer-paid health insurance premiums for the employee; vacation, sick, and personal leave; paid holidays; a Simple IRA retirement program, including an employer match up to 3%; and a surprising number of sunny days in the park! We offer a fun and casual work environment.

Equal Employment Opportunity

The C&O Canal Trust is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex, or age.

To Apply

For priority consideration, please submit a cover letter and resume to Maureen Thomas, Vice President of Advancement, at jobs@canaltrust.org by November 20, 2026. Applications will be accepted until the position is filled. To learn more about the C&O Canal Trust, visit www.canaltrust.org.