



SCMTS Job Description · January 2026

## Development & Data Analyst

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### **About SCMTS**

The Santa Cruz Mountains Trails Stewardship (SCMTS) is a nonprofit trail stewardship organization dedicated to trail building, responsible land management, and education. We work to support, preserve, and expand sustainable trail access throughout the Santa Cruz Mountains area. We're trail builders, resource management experts, and outdoor enthusiasts who are driven to provide legal, equitable, and sustainable trails for all users. The organization offers a generous four-day workweek, supporting work-life balance while maintaining high-impact results.

### **Position Summary**

The Development Analyst position manages and analyzes donor data to inform fundraising strategy, outreach, and decision-making. The role partners across departments to ensure effective use of the CRM platform in support of data-driven strategy and execution. In its initial phase, the position will focus on implementing new systems and establishing scalable processes that strengthen development operations. This role is part of the Development Team and reports to the Development Manager.

### **Responsibilities**

#### ***Systems Development - 40% in first six months; 25% ongoing***

- Propose, design and implement systems for deriving and leveraging data-driven insights to strengthen SCMTS' development operations
- Establish concrete goals for new data initiatives during the first six months, including quantifiable success metrics and milestones
- Conduct ongoing review and optimization of CRM and related data systems to ensure effectiveness, including testing, data migrations, and integration with other organizational IT systems
- Serve as a CRM resource and thought partner for internal teams by designing and maintaining shared dashboards and reports, and by training and supporting staff to effectively use CRM data, workflows, and insights to inform strategy and decision-making
- Build and maintain revenue forecasting model and up-to-date dashboard to support real-time strategic decision-making
- Build and manage automations on CRM platform

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### **Data Analytics - 25% first six months; 40% ongoing**

- Performance & Moves Management Evaluation: Measure the effectiveness of fundraising strategies and giving pathways using quantitative metrics to guide resource allocation towards high-performing efforts
- A/B Testing & Segmentation: Report actionable insights from A/B tests and develop donor segments to tailor outreach strategies and improve engagement
- Prospect Development: Drive donor acquisition by identifying high-potential donors based on philanthropic interests, capacity indicators, connections to our network, etc.
- Descriptive Analytics: Analyze the characteristics and behaviors of our donors to uncover trends, identify opportunities, and inform strategic decisions for fundraising growth

### **Data Management - 25%**

- Ensure data integrity accuracy and consistency within SCMTS' CRM and related systems
- Collaborate across all teams to ensure consistent CRM usage, clean data entry, and actionable reporting that supports organizational and fundraising growth
- Perform regular clean-up of data including de-duplicate, update constituent information and donor pipeline, upload and download event participation, research prospects prior to events
- Build and present reports that highlight donor pipeline health, retention, and acquisition
- Log and maintain updated contribution reports in collaboration with the Finance team to ensure alignment between CRM records and financial reporting
- Support data-informed decision-making across all fundraising activities
- Create and maintain lists through our CRM and donor database

### **Team & Project Support - 10%**

- Support the Development, Marketing and Programs teams through dashboards, documentation, and project tracking using Monday.com
- Manage and report on contribution activity, including coordinating and tracking Board of Directors donor touchpoints (calls, thank-you notes, acknowledgments)
- Manage membership program operations, including CRM administration, reporting, renewals tracking, and administrative execution

### **Qualifications**

- Bachelor's degree and at least one year of relevant experience, or an equivalent combination of education and experience
- Experience working with data in a professional or academic setting (e.g., reporting, analysis, CRM or database use)

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- Proficiency with Google Sheets and/or Microsoft Excel
- Strong analytical thinking and attention to detail
- Ability to translate data into clear insights and recommendations
- Interest in fundraising, donor engagement, and mission-driven work

### **Additional Desired Skills**

- Experience working in a nonprofit or community-based organization
- Familiarity with donor databases or CRM platforms (e.g., EveryAction, Salesforce)
- Exposure to programming or analytical tools such as Python or R
- Familiarity with basic analytical concepts and methods (e.g., hypothesis testing, A/B testing)
- Experience with prospect research tools such as WealthEngine or similar platforms
- Experience with explanatory and/or predictive modeling

### **Physical Requirements**

This job requires prolonged sitting and use of a computer and mouse. It may require participation in field trips on uneven trails with variable grades. These requirements are representative, and reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

### **Performance Metrics and Evaluation**

Success in this role will be evaluated based on:

- Effectiveness and adoption of new data systems and tools
- Quality and usefulness of insights derived from data analytics
- Timely and accurate execution of deliverables
- Contribution to strategic decision-making
- Ability to collaborate effectively as part of a team

### **Additional Information**

This is a hybrid position. The employee is required to work in the SCMTS office in Santa Cruz, California on Mondays and Wednesdays. Tuesdays and Thursdays may be worked remotely if desired. Work time is generally Monday through Thursday from 8:00 a.m. to 5:00 p.m. Flexible schedules are possible with supervisor approval.

### **Status, Compensation, and Benefits**

This is an exempt full-time staff position with a salary range of \$60k – \$75k per annum depending on experience. The probationary period is 6 months. For full-time positions, SCMTS provides:

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- A generous 4-day week working pattern running from Monday to Thursday for full-time employees (32 hours/week)
- A comprehensive benefits package paying 100% of employee premiums for health, dental, and vision insurance with competitive family coverage options
- A 401K retirement plan and matches for each dollar contributed up to 3.5% of employees' salary per year.
- Annual paid leave benefits include 7 holidays, 5 sick days, and 12 vacation days
- Week of Christmas off

### **Equal Opportunity Policy**

The Company is an equal opportunity employer, drug-free workplace, and complies with ADA regulations as applicable. We particularly encourage applicants from minority and underrepresented groups.

All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, medical condition, military/veteran status, genetic information, marital status, ethnicity, alienage or any other protected classification, in accordance with applicable federal, state, and local laws. By completing this application, you are seeking to join a team of hardworking professionals dedicated to consistently delivering outstanding service to our customers and contributing to the financial success of the organization, its stakeholders, and its employees. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative.

### **To Apply**

Submit a cover letter and resume [jobs@santacruztrails.org](mailto:jobs@santacruztrails.org) and quote the job title in the subject line. Please include any pertinent information, including professional and personal experience, that is relevant to the position. We encourage early applications, as candidates may be reviewed and interviewed on a rolling basis. The position will remain open until filled.