



**DIRECTOR OF DEVELOPMENT
JOB DESCRIPTION SUMMARY
REPORTS TO: PRESIDENT & CEO
JULY 2014**

I. BASIC FUNCTION OR PURPOSE OF THE POSITION:

The Director of Development (DOD), a key member of Save the Redwoods League's Senior Team, is responsible for leading all contributed income programs from philanthropic sources and meeting annual contributed revenue goals in support of the League's core operations and capital projects. The DOD directs the planning and implementation of all fundraising activities, and ensures that effective donor stewardship strategies are in place to inspire contributors and actively engage them in a lifelong relationship with the League.

The DOD works directly with the League's leadership volunteers (Board and Council), the President & CEO, members of the Senior Team and others to inspire philanthropy and raise funds for the organization.

The DOD staffs the Development Committee, and associated sub-committees. The DOD further supports the President & CEO's staffing of the Governance Committee nomination process and all efforts to ensure that the League's Board and Councillors are able to fully execute on the League's philanthropic responsibilities.

Leading a development department of 13 staff members, the DOD is responsible for the success of individual and team growth and performance to reach quarterly and annual revenue goals.

II. ESSENTIAL FUNCTIONS:

Fundraising

- Responsible for leading all individual major and planned gifts, institutional gifts, annual giving and membership fundraising programs for the League.
- Oversees and partners with the League's Campaign Director to develop essential and effective strategies for a major capital campaign in conjunction with the League's 100th Anniversary. Collaborates on Campaign design and implementation, and is responsible for coordinating and integrating Campaign solicitation and cultivation activities into overall development plans.
- Leads the Major & Planned Gifts Director and her/his team to: increase the number, consistency and size of major gifts; grow and strengthen relationships with the highest level donation sources via staff solicitor moves management contacts; and oversee programs directed toward securing, stewarding, and marketing planned gifts.
- Provides direction to the Institutional Giving Manager to increase the number, size, and success rate of proposals submitted to foundations and public policy sources.

- Works with the Annual Fund Manager to develop renewal, acquisition and upgrade programs that grow both the number of gifts and dollars received from membership level donors who contribute <\$10,000 annually.
- Responsible for the cultivation, solicitation and stewardship of a limited portfolio of principal, major and institutional gift donors and prospects to realize optimum level of giving.
- Works with the President & CEO and Senior Team, as well as the League's Directors, Councillors, and other leadership volunteers to train and build their skills in order to advance the League's development programs.
- Staffs President & CEO and leadership volunteers in developing creative strategies to identify, cultivate, solicit and steward prospects and donors. Attends all board meetings, development committee meetings, and other meetings as requested.
- Provides strategic consultation to Director of Outreach to inform Outreach department efforts to market to donors, prospects, and the public; collaborates with Outreach to develop a pathway for prospects generated through marketing to become donors to the League. Works with appropriate Outreach and Development department staff to design and produce all development department print collateral and written marketing materials and to generate and integrate fundraising and other on-line engagement communication initiatives.

Leadership

- Serves on the League's Senior Team, with primary responsibility for ensuring that development strategies are in alignment with League's project, program, marketing and brand building strategies, and to support implementation of organizational best practices.
- Responsible for training, educating and mentoring the League's Senior Team on the theory, principles, practices and techniques of major gift fundraising, and serving as Development's primary advocate within the organization.
- Serves as a model to staff in general fundraising principals and fundraising techniques. Ensure that best fundraising practices are exercised in fundraising and in collaboration with other departments, including conservation, outreach, and finance.

Management

- Under the direction of the President & CEO, the Director of Development will recruit, develop, coach, inspire, motivate, and empower a strong development team.
- Lead and manage the development staff to ensure that all contributed income programs at the League and the development operations efforts that support them are highly efficient, effective, ethical, and well leveraged.
- Work closely with his/her team on policy development and alignment of fundraising priorities within and across departments (Development/Outreach/Conservation Programs).
- Lead and manage the development of the department's annual plan and expense budget.

III. SUPERVISION:

Direct Reports:

- Director of Major and Planned Gifts
- Campaign Director

- Institutional Gifts Manager
- Annual Fund Manager
- Donor Database & Research Manager
- Donor Stewardship Associate
- Development Assistant

Indirect Reports:

- Major Gifts Officer (2)
- Planned Giving Officer
- Development Services Coordinator
- Development Services Assistant

IV. QUALIFICATIONS:

- Minimum of seven years of experience in the nonprofit development field, with strong track record of meeting and exceeding fundraising goals
- Proven experience with the administration and management of multi-faceted and complex development departments, and a history of building diverse and effective philanthropic programs.
- Minimum of five years experience supervising employee performance and professional development.
- Experience with successful major and principal gifts fundraising, particularly as regards cultivating, soliciting and stewarding donors resulting in \$100,000 plus gifts.
- Demonstrated success in managing and inspiring leadership volunteers
- Superior interpersonal, oral and written communication and presentation skills with the ability to represent the League's mission and interests to a diverse group of people.
- Strong organizational skills; able to calmly and efficiently handle situations ranging from routine to highly complex
- Excellent project management skills; proven ability to establish and monitor priorities, remain flexible, meet deadlines, and have fun.
- High level of energy and initiative
- Visionary, trustworthy, diplomatic, understanding, personable, patient, and innovative
- Excellent user of office technology and information systems (including Word, Excel, Outlook, Access, PowerPoint) and donor databases, preferably Raiser's Edge. Familiarity with a "moves management" donor tracking system.
- Commitment to the mission of the League and ability to work effectively in outdoor environments
- Knowledge of tax benefits, charitable giving, and estate and financial planning preferred
- Demonstrated success in working with online media and website communications preferred

V. WORKING CONDITIONS/PHYSICAL EFFORT:

- Frequent travel, predominantly within California; occasional trips to the east coast
- Some weekend and evening responsibilities

- Valid driver's license and safe driving record
- Regularly sits at a desk or computer workstation
- Frequently moves about the office to collaborate with colleagues
- Frequently walks on uneven ground while working off-site
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds