



## Chief Development Officer

This position offers a unique opportunity to join the executive team of one of the nation's oldest and most respected conservation organizations as it embarks on a new era of growth and impact.

### **About the Organization**

Walk through a redwood forest — home of the tallest, largest, and some of the oldest living beings on Earth — and you can't help but feel an overwhelming sense of awe and peace among these magnificent giants. Since 1918, Save the Redwoods League has led the effort to protect the coast redwoods and giant sequoias for all to experience and enjoy. The mission of the League is to protect and restore redwood forests and connect people with their peace and beauty so these wonders of the natural world flourish.

To date, the League has completed the purchase and protection of more than 190,000 acres of redwood forest and associated land. In addition, the League has maintained a leadership role in working with a broad stakeholder base to further protect the redwood ecosystems and to increase the understanding of their importance for future generations. Other major accomplishments of the League include:

- 66 redwood parks created
- More than 120,000 kids served by League education programs
- More than 90 years of redwood forest research funded

At a time when more and more of us live in cities, and we are increasingly isolated from the natural landscapes that sustain us, the work of Save the Redwoods League is more important than ever. For nearly a century, the League has taken responsibility for the forests that have inspired generations of Americans. Rooted both in leading scientific research and the inspirational power of these special places, the League has set the gold standard in conservation and stewardship of our redwood forests.

As the League approaches its 100<sup>th</sup> anniversary in 2018, the organization is forming bold plans to bring its legacy of redwood leadership directly to bear on the challenges and opportunities of the next century. The League has a compelling vision to amplify its conservation impact, accelerate the renewal of the redwood forest, and enrich the lives of millions. A Centennial Task Force comprised of board members, staff and key supporters is engaged in long range planning with a focus on protecting and restoring redwood forests and connecting people from all walks of life with their beauty and inspiration.

For more information, please see their website at [www.savetheredwoods.org](http://www.savetheredwoods.org)

## About the Opportunity

As the League prepares to celebrate its centennial, plans are underway to mount a comprehensive campaign to honor a century of work and invest in the next 100 years. The Chief Development Officer will play a key leadership role in building the team and infrastructure needed to achieve the ambitious goals of the campaign and to sustain the engagement of supporters and donors post-campaign.

Serving as a key member of senior leadership, the Chief Development Officer will report to the President & CEO and will oversee a growing development team.

The Chief Development Officer will work collaboratively with the President and the Board to develop a strategic development plan that will provide the financial foundation for the organization to grow and expand in its next 100 years.

### Major Areas of Responsibility:

- **Leadership** Function as an organizational leader and highly collaborative member of the senior management team. Hold organizational responsibility for the success of fundraising programs, including membership, foundation and corporate giving, annual fund, campaigns, special events and planned giving.
- **Planning** Develop and lead a comprehensive, multi-year development plan to increase donor engagement, grow annual donor support, and strengthen the League's fund development infrastructure.
- **Staff Management** Provide overall leadership to the Development team. Motivate, inspire, manage and develop staff so they are informed and passionate about the mission, and committed to working effectively toward continual process improvement.
- **Centennial Campaign** Work in close partnership with the Campaign Director, outside campaign counsel and the centennial campaign committee to develop, refine and implement the strategies and tactics necessary to achieve campaign goals.
- **Systems and Infrastructure** Assess, refine and strengthen the League's fundraising infrastructure and systems to ensure efficient and effective support for annual fundraising, for the Centennial Campaign, and to ensure that all levels of contributors to the campaign are stewarded and remain engaged after the campaign's completion.
- **Board Development** Work in close partnership with the CEO, Board Chair and board members to build the board's philanthropic capabilities and to support as appropriate the League's Development, Governance, and Campaign committees.
- **Financial Accountability** In partnership with the COO, develop and manage fundraising budgets; ensure best practice use of analytics, data and metrics to track progress and success of fundraising strategies and tactics.

### Professional Experience/Qualifications

- 15+ years of development experience, at least 10 as a manager of others
- A proven track record of success in engagement, solicitation and stewardship of major donors
- Proven ability to create and successfully execute a multi-strategy, multi-year fund development plan through hiring, managing and mentoring a high performing development team
- Both broad and deep fundraising experience employing a wide array of strategies to support a diverse suite of programs (e.g., membership, major gift, foundation, corporate, annual fund, special events, planned giving, social media)
- Substantial experience in a leadership role in multi-million dollar capital campaigns
- Well-honed strategic and operational planning skills
- Strength in coaching, supporting and collaborating with board members and high level volunteers
- High comfort level with data analysis and the use of data and metrics as management tools: proven ability to forecast accurately and manage to budget
- Deep familiarity with best practices in moving donors up the ladder of giving, and ability to implement and manage a multi-level donor engagement and stewardship plan

Preferred but not required:

- Experience raising funds for land conservation and/or environmental causes
- Fundraising leadership experience in an organization with a national donor base
- Expertise in legacy and planned giving program development

**Personal Characteristics**

- Deep motivation driven by the mission of Save the Redwoods League
- Collaborative management style with high tolerance for inclusionary processes
- Strong planning orientation and the ability to see the (redwood) forest and the trees

**To Apply:**

Leadership Search Partners, a retained executive search firm, is conducting this search on behalf of Save the Redwoods League. Interested candidates should apply via email by sending a letter outlining qualifications, salary history and a resume as separate Word or PDF documents to jose@leadershipsearch.com with Save the Redwoods League in the subject line. Deadline to apply is November 21, 2014.

Recruiting and retaining a diverse workforce is a high priority for Save the Redwoods League. The League is an equal opportunity employer.