

# **The Conservation Foundation**

## **Job Description**

### **Director of Advancement**

#### **Full Time- Exempt**

**General Responsibilities:** The Director of Advancement will direct and oversee all development and marketing efforts for the organization. Development goals will include the financial support needed for the Foundation's annual operations, special programs, and long-term financial security. Emphasis will be on major gifts, planned gifts, special events, membership development, annual giving and/or capital programs, and operating/program grants. The Director of Advancement will assist program staff in seeking program grants/funding. The Director of Advancement will be responsible for all marketing efforts of the organization including all written and internet-based and social media communications, and volunteer management. The Director of Advancement leads and supervises a team of professional staff, reports to the President/CEO and works with the Board of Trustees and relevant board committees.

#### **Duties and Responsibilities:**

##### **Major Donor/Capital Campaign**

- Develop major donor portfolios for all staff involved in major donor fundraising, including the President/CEO.
- Conduct face-to-face meetings with major donors throughout the year to cultivate relationships.
- Coordinate capital campaigns, including development of case statement, donor identification, campaign materials, and donor solicitation.
- Develop and coordinate plans to promote and obtain large planned gifts.

##### **Grant writing**

- Supervise, organize and undertake solicitation efforts on behalf of The Conservation Foundation, which are consistent with the organization's advancement plan, including public funding, corporation and foundation solicitation. This process includes contacting funders, maintaining relationships, and proposal the writing and grant reports.
- Assist the President/CEO in the development of a budget for the Advancement department and organization.
- Assist appropriate staff in identifying and developing proposals for program funding.

##### **Special Events**

- Oversee and implement all aspects of advancement-related special events including developing a timeline, meeting with all vendors, and engaging staff in tasks necessary for the completion of the event.
- Review all contracts from outside vendors, obtaining approval from President/CEO for final signature.

- Oversee and implement all sponsorship proposals including developing sponsorship proposals, building and maintaining relationships with corporate sponsors, and ensuring implementation of all agreements with sponsors.
- Oversee and supervise the acknowledgement of all donations through special events including ticket sales, in-kind donations, and sponsorship contributions.

### **Membership Development**

- Develop an annual membership development plan to increase members and donors.
- Supervise and/or implement the creation of all membership renewal letters and be responsible for the timeliness of their mailing.
- Ensure tracking of response rate of renewal letters, reporting significant trends to President/CEO and board.
- Track all donations to identify top annual donors to cultivate into major donors.

### **Marketing**

- Develop and implement an annual marketing communications plan.
- Supervise the creation of all printed materials including the newsletter, program brochures and flyers, and all internet-based communications such as website(s) and social media.
- Coordinate all community outreach activities such as event exhibits, maintaining stock of all printed materials and exhibit supplies.

### **Volunteer/Intern Program**

- Manage all aspects of volunteer program, including promotion and recruitment, interviewing and placing, training and recognition.
- Provide supervision and coordination with staff for all volunteer/interns

### **Qualifications**

- Minimum of ten (10) years of experience in fundraising and development with demonstrated experience in major gifts and capital campaigns.
- Demonstrated ability to work with Board of Trustees, staff and volunteers to effectively identify, cultivate, solicit and close gifts from prospective donors.
- Experience with project, grant or contract administration/coordination.
- Experience in leading, supervising and motivating staff under direct supervision.
- Experience and understanding of current marketing principles and strategy.
- Strong written and verbal communication skills.
- Genuine passion for preserving open space and conserving natural resources.
- Experience and demonstrated ability in public speaking and presenting messages to various audiences.
- Able to work well with others and to work under pressure and meet deadlines in a professional manner; must be a self-starter and be able to work independently.
- Persistence, sense-of-humor and entrepreneurial spirit required.