

EMPLOYMENT OPPORTUNITY
Manager of Fundraising & Marketing
The San Diego River Park Foundation

JOB PURPOSE:

To play a key role in the fundraising activities of the organization in the next stage of its ambitious development and provide leadership for its marketing plan.

To develop new fundraising strategies to take the organization into its third decade which maximizes unrestricted and restricted revenue to provide a platform for future growth.

To develop a marketing plan with a particular focus on digital strategies to raise the profile of the organization and all strands of its work, including fundraising.

Location: The position works out of the SDRPF's offices located in western Mission Valley. A vehicle is required for this position. Mileage expenses will be reimbursed consistent with SDRPF Administrative Policy.

Classification: Full-time

Schedule: Flexible, requires some evenings and weekends

Start date: Immediately

Reports to: President and CEO

Compensation: \$50,000 + Paid Health Care with Dental, PTO, Sick Leave & Holidays

Primary Responsibilities

1. Have a significant role in the fundraising and marketing programs ensuring that it raises funds in a cost effective manner using all appropriate fundraising tools.
2. Develop fundraising strategies to support the growth of the organization.
3. Contribute to the development of annual fundraising targets and deliver against these targets including event sponsorships.
4. Develop a rigorous marketing approach based on high quality market research, an understanding of fundraising developments across the charity sector and of effective fundraising tools with an emphasis on digital strategies.
5. Maintain excellent professional relationships with key supporters, donors and prospective donors, individuals, businesses and long term community donors.

6. Develop and manage a portfolio of at least 60 existing and prospective donors of \$500 or more to support the organization's Annual Fund.

7. Play a key role in the Executive Leadership Team with respect to marketing, communications and philanthropy.

8. Be the organization's primary storyteller for fundraising activities.

Essential Knowledge and Experience

Proven track record with at least two years of fundraising for a charity, preferably with a nature-based mission. Fundraising education with at least one year applied is acceptable. Experience working with a CRM, such as DonorPerfect.

Demonstrable experience of developing and delivering successful and innovative fundraising and marketing strategies.

Experience in securing unrestricted as well as restricted revenue.

Significant recent experience and proven success in raising revenue and support from a diverse range of funders.

A strong and inspiring leader and people manager, with a record of achievement in leadership including a track record of delivering targets through team effort.

Experience in financial planning and budgetary control.

Education and experience with developing and implementing digital marketing strategies.

Essential Skills and Abilities

Knowledge of a range of fundraising techniques related to securing unrestricted and restricted funding.

Excellent interpersonal skills with the ability to inspire and engage a wide range of funders and stakeholders.

A first class communicator, with the ability to communicate the organization's vision and plans to a range of audiences including through developing social media content.

The ability to take a broad, strategic view of the issues affecting the organization's role in the nonprofit sector and the long term impact of decisions.

Excellent managerial and organizational skills with the ability to deliver results in fundraising and marketing with and through teams.

Knowledge of the legislation, regulations and financial issues relating to fundraising.

A strong team player committed to building and working with the senior management team to deliver shared organizational goals.

Enjoy working in a fast paced, small office which values volunteers and seeks opportunities to engage people in advancing the mission of the organization.

A person who connects with the organization's mission and who enjoys nature.

This job description is intended as a guide to the general job responsibilities and is not inclusive of every duty the employee is expected to perform.

The San Diego River Park Foundation is an Equal Opportunity Employer.

To apply, please submit a cover letter and resume in electronic form to rob@sandiegoriver.org. Please put "Employment - Manager" in the subject line.

In your resume please clearly identify education including related fundraising training and associated certificates as well as charity/nonprofit work experience.

Deadline: Applications will be accepted until the position is filled.

Phone call or email inquiries are welcomed. Thank you.

Rob Hutsel
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