

## **Employment Opportunity – The San Diego River Park Foundation**

**TITLE: Director of Philanthropy**

**REPORTS TO: CEO**

**DEPARTMENT: Development**

**TYPE: Executive Full-time Exempt**

**Date Posted: December 28, 2020**

**Salary: Competitive/commensurate with experience**

The San Diego River Park Foundation is dedicated to engaging people to create a better future for the San Diego River and for San Diego. With a nature-centric approach, we seek to celebrate our region's namesake waterway, promote its conservation and foster stewardship and enjoyment of this civic treasure. The organization was founded in 2001 and is embarking on a new chapter as it breaks ground on our region's first river education and stewardship center.

The San Diego River Park Foundation is a 501c3 public benefit nonprofit.

### **OVERVIEW**

The San Diego River Park Foundation is looking to establish an expanded approach to philanthropy. After a very successful 20 years startup, the organization is seeking a talented, strategic, dynamic and experienced leader with excellent relationship skills, demonstrated success in major capital campaigns, and experience increasing revenue and stewarding philanthropy partners to guide the growth of one of San Diego's leading nature organizations.

We are looking for a motivational leader who will embrace an organizational culture based on integrity and teamwork, steeped in a deep and genuine commitment to the mission and vision of the organization. The ideal candidate will be well positioned to partner with the CEO/ED, Board of Directors and the Senior Leadership Team to take the organization to the 'next level.' We need a great storyteller both in traditional and digital fundraising.

### **POSITION DESCRIPTION**

The Director of Philanthropy (DP) will lead and foster an enhanced culture of philanthropy throughout the organization. The position reports directly to the CEO and is a key member of the Senior Leadership Team. The Director of Philanthropy will have a critical role in shaping and implementing the organization's overall revenue strategy. This individual will be responsible for leading the organization to meet/exceed its annual fundraising goals while taking a lead role on a \$8million + campaign for the new River Center project. The DP will have day to day responsibility for planning, implementing and managing all fundraising related activities including managing one full-time development coordinator and partnering with other departments to increase contributed revenue; developing new contributed revenue initiatives; collaborating on all donor-facing marketing and branding efforts and working with the Board of Directors and others on the capital campaign. The successful candidate will be a demonstrated, successful fund development professional.

#### **Responsibilities:**

- Become proficient in the history, the programs, and initiative of the organization.
- Meet/exceed annual contributed revenue fundraising goal which is set annually in the organizational budget process.

- Develop annual contributed revenue goals and plans to diversify and increase organizational budget through a comprehensive development strategy.
- Building on the current success of the team to date, work with the CEO and Board of Directors to advance a successful campaign to meet the goals of the capital campaign for the River Center and future projects.
- Lead/manage all fundraising and donor recognition events.
- Prepare and deliver quarterly contributed revenue reports.
- Be the champion, across the organization, for revenue centric strategies; work with the Executive Team to understand revenue impacts of current and proposed programmatic strategies.
- Generate short-term results with the existing funding base; increase restricted and unrestricted funds from all constituencies; review and enhance planned giving strategies. Lead solicitation efforts and engage CEO and Board of Directors as appropriate in all efforts.
- Collaborate to ensure effective overall positioning of the organization including the use of public relations, marketing tools and other public visibility and the CEO to promote revenue growth and program impact.
- Maintain cost effective fund development practices, maintaining acceptable industry standard ratios for costs vs funds raised.
- Advise the board and leadership team on optimal contributed revenue strategies.
- Ensure compliance with all relevant regulations and laws; maintain accountability standards to donors and ensure compliance with governance standards, code of ethical principles and standards of professional conduct for fundraising professionals.
- Keep informed of developments in philanthropy and fund development as well as the general fields of management and the nonprofit sector. Keep CEO, Sr. Leadership Team, and Board of Directors informed on current trends, issues, potential threats and activities in order to support organizational planning and policy making.

#### **Portfolio Management:**

- Lead donor (individual, business and foundation) cultivation including the portfolio of current donors and prospects.
- Develop and implement a strategy to build a broad and diversified portfolio of contributed revenue sources.
- Systematically identify, cultivate and steward current and prospective major donors and personally steward those at or above the \$1k level.

#### **Relationship Management:**

- Maintain, build and strengthen relationships with current donors and supporters to retain and increase annual support.
- Deepen all donor alliances through regular, relevant communications and stewardship, and expand the donor base and partnership opportunities. Maintain a significant portfolio of principal donors, and facilitate relationships between donors, the executive team and the Board of Directors.
- Identify, develop and secure new donor support from individuals, corporations and foundations
- Partner with and support the CEO and Board of Directors in order to ensure their efficiency and effectiveness as organizational spokespersons and at event.
- Collaborate across departments to create an environment that nurtures a fundraising mindset throughout the organization.
- Create and deliver impactful and revenue generating direct mail and digital campaigns.

- Manage and strengthen current donor acknowledgement processes, systems and practices.

### **Internal Management**

- Lead all aspects of the development department and build a strong and nimble advancement team through recruitment; professional development; performance management; and motivational leadership. Create a stable and positive work environment for development team.
- Foster an environment of cohesiveness, collaboration and achievement and ensure staff accountability for excellence through clearly defined and measurable goals. Evaluate performance regularly and provide recognition or coaching as appropriate.
- Oversee grant writing and grant reporting to insure all requirements are met and applications as well as reports are made in a thoughtful and timely manner.
- Develop and oversee a comprehensive donor recognition process/procedure.
- Provide strategic oversight of the donor database system and build a best practices environment to support the development of external engagement efforts.
- Create high-quality reporting in partnership with the program team for donors and progress reports for the CEO and Board.

### **Personal Qualities:**

- Strategic Thinker
- Articulate Spokesperson
- Effective Team Leader and Team Player
- Positive and motivational leader
- People person who enjoys spending time with donors and prospects
- Great storyteller, finding stories from programs, projects and volunteers
- Excellent time and project manager
- Successful communicator skilled at making a compelling case for support with a genuine passion for nature.
- Ability to translate broad goals into achievable steps and a working plan

### **Experience, Education and Requirements:**

- An established thoughtful and strategic senior level professional with a least 4 years of progressive, successful and relevant nonprofit fund development experience.
- Demonstrated record of innovative and entrepreneurial leadership within the nonprofit philanthropic sector.
- Demonstrated success in implementing a successful, comprehensive fund development program, preparation of an annual development work plan and calendar to achieve goals.
- Proficiency in the nature and dimensions of philanthropy, ethics, motivations for giving, research and cultivation practices, standard fundraising techniques including face-to-face solicitation, proposal and grant writing, special events, telephone solicitation, direct mail, development office functions including gift processing, prospect and donor histories and fundraising reporting.
- Experience in developing innovative special events strategies.
- Experience operating in the local, San Diego philanthropic community preferred
- Demonstrated success in achieving six figure gifts
- Demonstrated success in making initial outreach to prospective donors in collaboration with organizational leadership

- Ability to think creatively about how to effectively engage a new donor audience
- Ability to engage and work with the Board of Directors to leverage their contacts
- Demonstrated experience and success and confidence in asking individuals to make financial gifts
- Experience taking a leadership role in a successful capital campaign
- Direct experience working with non-profit boards preferred
- Knowledge of planned giving and other funding vehicles preferred
- Ability to work in a fast paced environment, and to manage multiple deadlines simultaneously.
- Commitment to organizational mission and enjoy being outdoors
- Demonstrated experience training and working with executives, senior staff and board members on development related activities, providing them with quality support and increasing their comfort with and success in fundraising
- Excellent interpersonal skills with effective collaborative skills to work across all levels of the organization, the board, volunteers, community partners and current/potential donors
- Strong writing, oral communications and presentation skills required
- A strong work ethic, ability to maintain and model high personal, ethical and professional standards, as well as an outgoing and positive personality. Able to work in a fast paced, high impact and nimble environment.
- Digital fundraising experience across a variety of platforms
- Able to maintain a flexible work schedule (including occasional evenings and/or weekends) to meet the demands of executive management and this external facing leadership role.
- Thrive in nonprofit environment with 10 - 15+ staff and significant volunteer engagement
- CFRE preferred
- Demonstrated commitment to continued professional growth and development

## **WORK ENVIRONMENT**

The San Diego River Park Foundation is located in western Mission Valley. Occasional evening and weekend work will be required. Work from home or alternative site is supported. Virtual meetings are standard.

## **TO APPLY**

Please submit your resume and salary requirements along with additional information which clearly describes how your skills and experience meet the qualifications of this position. Provide example of campaign or other fundraising materials developed. Initial interview will be done by phone, followed by ZOOM and or in person.

Email information to [team@sandiegoriver.org](mailto:team@sandiegoriver.org) and reference "Director of Philanthropy" in the subject line. Phone inquiries are welcome to our CEO, Rob Hutsel, at 619-244-7024