

The Land Conservancy of San Luis Obispo County

Development Manager Job Description

Position Type: Office based, Full-Time (40 hours per week), Non-Exempt

Starting Salary Range: \$22.00 to \$26.00 per hour depending on experience

Benefits: Health insurance contribution, 401K match, Paid Time Off (PTO), paid holidays, and dental and vision plans are available

Overview

The Land Conservancy of San Luis Obispo County is a local, private, non-profit land trust working to conserve and care for the diverse wildlands, farms, and ranches of the Central Coast. We connect people to the land and to each other. The organization strives to create a fun, inspiring, and family-friendly work environment with flexible work hours, a team-oriented structure, and good benefits.

The **Development Manager** oversees the planning and execution of The Land Conservancy's fundraising activities. The Development Manager's responsibilities are to: (1) Maintain and promote ongoing private giving; (2) Cultivate a portfolio of major donors; (3) Manage major donor events and grow the Terra Firma Society (planned giving); (4) Work with staff, Executive Director, and Board Trustees on fundraising campaigns, training, and program initiatives; (5) Work closely with Outreach Manager to enhance a "culture of appreciation" for donor relationships and correspondence; (6) Coordinate with Development Committee chair and committee members regularly and track donor cultivation for monthly committee meetings; (7) Champion The Land Conservancy's mission of protecting and restoring local lands.

The Development Manager will report directly to the Executive Director and works closely with the Outreach Manager and Deputy Director.

Essential Duties of the Job

Overall Fundraising/Donor Development Program – 35%

1. Plan, develop, and execute strategies for obtaining private donations.
2. Develop and implement an annual private Fundraising Plan in collaboration with the Outreach Manager.
3. Partner with the Outreach Manager and the Directors to create specialized donor solicitation and fundraising campaign materials.
4. Ensure all donors receive appropriate and meaningful recognition.

Major Giving – 35%

1. Plan, develop and execute strategies for obtaining major gifts.
2. Identify, cultivate and solicit major gift prospects (individuals, corporations and foundations).

3. Supervise systematic efforts to identify, solicit, steward, maintain, and upgrade annual giving donors/members.
4. Maintain an active portfolio of at least 25-30 active donors & prospects that receive ongoing direct communications and engagement.
5. Support the Executive Director, Deputy Director, and Board Trustees in maintaining their portfolios of existing major donors.
6. Support the Executive Director, Deputy Director, and Board Trustees in cultivating new major individual, landowner, corporate, and private foundation donors.
7. Identify grant opportunities. Partner with program staff to submit grant applications and report progress to funders.
8. Promote planned giving opportunities, including an annual planned giving event.
9. Collaborate with professional partners/institutions in completing gift arrangements which require tax or estate planning.

Community Relations –10%

1. Participate in strategic planning for communication activities that support relationships between The Land Conservancy and its external constituents, such as politicians, trustees, donors, media contacts, business partners, agency funders, and friends which support the organization.
2. Maintain positive community relations through media outreach, political relationships, and collaborative professional partnerships.
3. Attend and represent The Land Conservancy at relevant professional and community events.
4. With the Outreach Manager, develop and execute organizational messaging and media communications.
5. Assist in the content development and final editing of the annual report and a quarterly newsletter.
6. Become familiar with each of The Land Conservancy's program areas and share program goals and successes with donors, members, and other community members.

Board Development and Support – 10%

1. Present information and training opportunities to trustees.
2. Attend monthly Board meetings and record meeting minutes.
3. Provide regular donation analysis and program evaluation via monthly board reports and an annual program presentation to the Board.
4. Work closely with Development Committee to leverage donor connections.

Membership Database Management – 5%

1. When needed, input additions and corrections to database records, including prospect/donor information, gift acknowledgement and gift processing, to ensure that the database is fully up-to-date and that all data is input in a timely and appropriate manner.
2. When needed, maintain record of the policies, protocols and procedures covering the use of the database.

3. Learn to recognize donor names and mentally track general giving patterns, recent activities, other LCSLO involvement, etc.
4. When needed, manage online donor membership by transferring online information to database.

Administrative - 5%

1. Assist with general office support by answering phones to direct inquiries to appropriate staff on an as-needed basis.
2. Assist in processing invoices related to program area.
3. Assist with collecting the mail and logging bills and checks into a file for bookkeeping as needed. (This task is important for our internal financial control procedures.)
4. Supervise interns or volunteers (as appropriate) to effectively complete job duties.
5. Perform other related duties assigned by the Executive Director, as appropriate.

General Duties

1. Regularly communicate needs with all Directors and Managers, balance demands of multiple tasks and projects.
2. Provide own transportation to Land Conservancy field and office facilities.
3. Be mindful of personnel policies and procedures.
4. Be respectful and professional; avoid behavior that would interfere with the work of others.
5. Maintain a professional separation between work and personal activities.
6. Maintain positive attitude.
7. Maintain complete confidentiality at all times.
8. Take direction from supervisor; implement suggested changes in the job functions and procedures in a prompt and respectful manner.
9. Identify solutions to problems and challenges.
10. Be conscious of safety hazards and report issues to supervisor immediately.

Required Qualifications

1. Bachelor's degree with one to two years' experience with non-profit community fundraising, data management, marketing, special events and volunteer coordination OR four years program management work experience in the above areas if no degree.
2. Proficiency with computer programs including Microsoft Word, Excel and Outlook, website applications, and other contemporary programs as may be necessary to successfully complete the job functions.
3. A mission-driven individual with a belief in, commitment to, and passion for the mission of The Land Conservancy.
4. Demonstrated success and evidence of ability to manage a fundraising program, including budget and staff.
5. Strong organizational and time management skills.
6. Excellent communication skills including ability to write and speak persuasively about LCSLO.

7. Experience with working effectively without close supervision and dealing with problems as they arise.
8. Willingness to work evenings and weekends and to travel occasionally. Must have a valid driver's license.
9. Knowledge of the non-profit sector and/or SLO County conservation issues.
10. Take direction on projects and priorities, which may vary from time to time.
11. Abide by organizational policies and practices.
12. Willingness to contribute positively to team meetings and implement organizational priorities.
13. Adheres to the highest ethical standards, demonstrate empathetic disposition and perseverance, reflect optimistic and positive attitude, and convey sensitivity to the needs of donors.
14. A hard worker and self-starter with the ability to quickly create a positive network of relationships.
15. A person who is open to new ideas and maintains a positive work attitude on a consistent basis.
16. A 'doer' with a willingness to work hands-on in developing and executing a variety of major donor development and activities.

Preferred Qualifications and Characteristics

1. Advanced degree in a related field or at least four additional years of relevant experience.
2. Working knowledge of donor database applications, specifically Bloomerang.
3. Demonstrated knowledge of planned giving and complex estate gifting strategies.
4. Ability to network and establish collaborative work partnerships.
5. Experience working with professional institutions related to land conservation or a demonstrated passion for land conservation.
6. Demonstrated success coordinating, attracting, and closing major gift funding support for a non-profit organization or institution, including face-to-face solicitation of gifts of \$100,000 or more.
7. Demonstrated leadership with strategic, policy, and budget planning experience in complex organizations.

Physical Job Requirements

To comply with the Americans with Disabilities Act of 1990 (ADA), which prohibits discrimination against qualified individuals on the basis of disability, it is necessary to specify the physical, mental and environmental conditions of the Essential Duties of the job. "F" for frequently; "O" for occasionally; "N" for not at all.

Physical

On the job the employee must:

- (O) Bend
- (F) Sit

- (O) Squat
- (O) Stand
- (O) Crawl
- (F) Walk

- (N) Climb
- (O) Push/Pull
- (O) Kneel
- (O) Handle objects
- (O) Reach above shoulder level
- (F) Use fine finger movements
- (O) Other: Operate power equip.

Must carry/lift loads of:

- (F) Light (up to 25lbs.)
- (O) Moderate (25-50lbs.)
- (O) Heavy (over 50lbs.)

Mental

On the job the employee must be able to:

- (F) Read/comprehend
- (F) Write

- (F) Perform calculations
- (F) Communicate orally
- (F) Reason and analyze
- () Other _____

Environmental

On the job the employee:

- (N) Is exposed to excessive noise
- (O) Is around moving machinery
- (O) Is exposed to marked changes in temperature and/or humidity
- (O) Is exposed to dust, fumes, gases
- (O) Drives motorized equipment
- (O) Works in confined quarters
- (N) Other: Works with chemicals including toxic glues and herbicides.

Reporting Responsibilities

The Development Manager reports directly to the Executive Director. The Development Manager is expected to coordinate closely with Outreach Manager and Deputy Director.

Standards of Performance

The Executive Director, in accordance with the listed Job Functions, will evaluate performance first on a 90-day probationary basis, followed on an annual basis thereafter. Evaluations will be conducted through a meeting with the Executive Director and will be documented. Informal meetings are encouraged throughout the year.

Employee Signature

Date

Employee Printed Name