



CATALINA ISLAND CONSERVANCY

A responsible steward of its lands through a balance of conservation, education and recreation

JOB DESCRIPTION

POSITION: Development Manager- Membership & Annual Giving

REPORTS TO: Chief Development and Communications Officer STATUS: Exempt – Full Time

UPDATED: January 2017

DEPT: Development

POSITION SUMMARY:

The Development Manager -Annual Fund is responsible for the planning and implementation of Membership and Support Group fundraising and yearly direct mail and email appeals. Initiates and supports a range of fundraising, cultivation and stewardship activities to sustain and grow annual contributions, including identification of prospects for advancement and support of special events and other revenue generating activities. Responsible for managing revenue forecasts and reporting.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Plans, manages and implements the Conservancy's membership programs including marketing, renewals, membership drives, mailings, rejoins, telephone membership drives, partnerships and other membership related activities.
- Plans and executes membership related events to support members and groups.
- Identifies and implements opportunities to recruit new members and increase giving levels. Works directly with Visitor Services to maximize new membership enrollments following a variety of Island experiences and participation in fund raising and other events.
- Plans and implements the Conservancy's direct mail campaigns (spring and fall appeals), and email campaigns. Adjusts strategies and communications as required. Monitors response rates and adjusts accordingly, working closely with Communications staff.
- Develops positive relations with the support groups of the Conservancy, and provides assistance to these groups to increase membership, execute special events (in association with Senior Special Events Manager), meetings or presentations, and assist in other Conservancy support activities.
- Supports member giving across all Conservancy programs (e.g. Conservancy Ball, Art show, Major Gifts, Planned Gifts, corporate partnerships, etc.) to help achieve overall year-end goals.
- Manages the Membership pages of the Conservancy website providing clear information, access to benefits, ease of use, etc. Uses social media to build community, manage growth and market to new and renewing members.
- Provides accurate monthly, quarterly and annual summaries and analyses of department revenue.
- Coordinates with staff regarding gift administration including gift processing, acknowledgements, coordination with annual stewardship program, and providing reports on Abila software.
- Identifies prospects for advancement (annual and capital campaign), actively participates in donor advancement and account management.
- Assists the annual Conservancy Ball and Wild Side Art Show events as directed by event manager.
- Other duties as assigned or required.

REQUIRED QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactory, the requirements listed below are representative of the knowledge, skills and/or ability required. An ideal candidate will possess a substantial combination of all these requirements. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

KNOWLEDGE/SKILLS:

Annual giving and annual fund development; direct mail/email campaigns; membership programs including benefits, recruitment, fulfillment and advancement; stewardship and cultivation; event planning; volunteer management; budgeting; gift processing; working knowledge of Word, Excel, Powerpoint, social media, excellent verbal and written communications; marketing.

COMPLEXITY/PROBLEM SOLVING: Budgeting and cost-savings analysis; monthly, quarterly and annual reporting; volunteer recruitment, assignment, training; event execution and reporting; member recruitment from a variety of leads, leads development; prospect research and donor advancement. Ability to work with multiple groups, timelines and events/member activities through the year.

COMMUNICATIONS/INTERPERSONAL CONTACTS: Excellent verbal and written communications; outgoing personality; sales skills; ability to interact with a variety of diverse audiences; public speaking; cost negotiation; ability to use customer relationship management (CRM) systems to advance relationships.

EDUCATION/EXPERIENCE:

- Bachelor's degree or higher from an accredited college or university preferred, but not essential. Minimum of 3 to 5 years would be preferable of related not-for-profit, annual giving, membership and/or direct mail experience.
- Drivers License

DEMANDS:

- Employee must be able to travel to Catalina Island as needed, periodic overnight stays.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions for this job: Development Manager – Annual Fund. Work location is at Conservancy Offices, Long Beach, CA; the location has moderate noise levels and is a non-smoking environment
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job: the authority of the job duties are performed in an office environment; the employee must occasionally lift and/or move up to 25 pounds
- Ability to work evenings and weekends if necessary on events.

To be considered for this position, submit your resume and salary history to jobs@catalinaconservancy.org. Please be sure to put the job title in the subject line.