



## Director of Development

**Position Description:** The Director of Development provides the leadership, strategic direction, management and coordination for all Friends of the Zoo fundraising efforts. The Director creates fundraising strategies that increase the organization's support from individuals, corporations, foundations, and other sources. The Director of Development plays a key role in identifying, cultivating, and soliciting major donors for capital and annual gifts. The Director works in close collaboration with the President and other senior staff and board members to achieve the fundraising goals of the organization.

**Reports to:** President

**Supervises:** Development Manager, Development Associate

### Essential job functions:

- Plans, administers, and implements all fundraising activities of the Friends of the Zoo;
- Develops annual fundraising/cultivation plan in collaboration with the President and the Development Committee of the Board to include a timeline and strategies to reach potential sources of funding, which includes individual donors as well as foundations and corporations;
- Maintains a proactive, creative leadership role in the identification, cultivation, and solicitation of individual, corporate and foundation contributions;
- Provides detailed reports about the fundraising progress to the President, the Board of Directors and the Development Committee on a regular basis;
- Cultivates and directly solicits key donors, working with the President and other key staff and board members as appropriate;
- Develops, manages and implements (in collaboration with the President) all aspects of capital fund drives;
- Develops and maintains close working relationships with the philanthropic community, individual and corporate donors, sponsors, board members and volunteers;
- Manages the development department in a fiscally sound manner through a written operational plan to ensure that the appropriate systems, staffing and procedures are in place to support fundraising goals;
- Oversees the preparation of all direct mail letters, case statements, grants, brochures, and sponsorship proposals required to support fundraising efforts;
- Ensures that all donors are appropriately thanked and receive regular communication by making donor stewardship a priority throughout the Friends of the Zoo;
- Manages and builds an active Development Committee comprised of board and non-board members charged with increasing corporate and individual support for the organization.
- Oversees the Development Associate in overall departmental support including correspondence, sponsor fulfillment, event management and committee meeting preparation and follow up, among other duties.
- Collaborates with Director of Education on identifying, securing and reporting to funders for education programs.

- Collaborates with Director of Food and Beverage and Volunteer Manager on events as needed.
- Serves as a spokesperson and advocate for the Zoo's mission and programs in the community as needed; and
- Serves as a member of Friends of the Zoo senior management team.

**Additional Responsibilities:**

- Attends Friends' operational meetings, weekly Senior Staff meetings and monthly all-staff meetings
- Attends board meetings
- Supports President in the board nominations process as needed

**Ideal Experience:** The ideal candidate will have the following experience and qualifications:

- At least five to seven years of proven experience managing a complex fundraising program in a sophisticated organization with a reputation for quality and excellence;
- Demonstrated experience in managing people and budgets; ability to work in a hands-on environment with limited resources; computer literacy a must and knowledge of Raiser's Edge or other donor management software is highly desirable;
- Ability to effectively gain the respect and support of various constituencies, including board and staff members, donors and foundation and civic leaders;
- A successful track record of personally identifying, cultivating and soliciting individual donors, corporations and foundations;
- A record of measurable results in organizing and implementing activities such as: major gifts, annual gifts, grant writing, corporate and foundation giving, direct mail and special events;
- A track record as an effective communicator who understands all components of a diversified funding base and;
- Bachelor's degree

**Personal Qualities:** The Director of Development will be:

- Enthusiastic about the Zoo's mission and programs with a commitment to be in the community and at events whenever they may be to cultivate relationships and advance the fundraising goals;
- Highly entrepreneurial, resourceful and flexible, can-do attitude and a high degree of initiative;
- A strategist who is adept at planning, prioritizing, multi-tasking, organizing and following through while remaining highly energetic and focused;
- A team builder with strong skills in management and leadership;
- A catalyst with vision that can create excitement and energy around the Zoo's programs and encourage others to support the organization -- persuasive, persistent, and determined in the pursuit of the organization's fundraising goals;
- Straightforward, self-motivated, and diplomatic -- sharing information readily, listening as well as giving advice and respecting the abilities of others;

- Energetic and willing to work hands-on in developing and executing a variety of fundraising activities;  
and
- Emotionally mature with a sense of humor to maintain balance.

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Employee Signature

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Date