

## Director, Capital Campaign

Reporting to the President and CEO, **Director, Capital Campaign** will manage all aspects of bay.org's capital campaign. Working in collaboration with the President and CEO, and other leaders, staff, and volunteers to identify and classify prospective donors and ensure the implementation of timely cultivation and solicitation strategies. The **Director, Capital Campaign** will be responsible for maintaining the campaign prospect pipeline, plan, and timeline, fundraising progress reports, and goals.

**This position reports to:** President & CEO

**Direct reports:** Capital Campaign Staff, Volunteers and Interns

### PRIMARY DUTIES, RESPONSIBILITIES, AND ESSENTIAL FUNCTIONS:

- Oversee all aspects of the campaign, campaign reporting, campaign communications, and the execution of cultivation, solicitation, and stewardship activities in support of campaign goals and priorities.
- Develop and execute a systematic strategic plan to diversify, strengthen and increase the funding base and develop new sources of funding, for both the capital campaign and general operating costs.
- Manage and coordinate all aspects of fundraising, donor cultivation, solicitation and public relations.
- Manage the creation of promotional efforts and materials to increase funding.
- Develop ongoing relationships with key prospects and donors.
- Ensure that donors are appreciated and recognized. Organize donor recognition.
- Supervise, create and coordinate Capital Campaign fundraising events as part of the overall fundraising effort.
- Provide monthly capital campaign reports regarding fundraising goals and initiatives, and progress to the President and CEO.
- identify and negotiate significant in-kind sponsorships and partnerships in support of bay.org programs and projects.
- Develop press releases for events or other activities
- Create, review and work with Finance on budgets for events.
- Coordinate with staff and leadership to develop and implement fundraising strategies for the public phase of the campaign, including any appeals or targeted publicity
- Coordinate the cultivation and solicitation of foundations, corporations, and other institutional prospects
- Coordinate all necessary activities and meetings
- Manage Capital Campaign staff, Interns and volunteers
- Work with staff, leadership, and volunteers to create and manage campaign prospect portfolios and to develop cultivation and solicitation strategies
- Other duties as assigned

### QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each primary duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**KNOWLEDGE, SKILLS and ABILITIES:**

- Minimum five years of demonstrated success in raising funds from institutional and individual donors for a non-profit organization
- Excellent written and oral communication skills, including a strong track-record in institutional fundraising and donor development for non-profit organizations
- Ability to work well as a member of a team
- Significant experience in nonprofit fundraising
- Demonstrated success raising money from diverse revenue streams, including individuals, corporations and institutional sources
- Knowledge of fundraising techniques, finances and budgeting for nonprofits
- Must be able to take initiative and maintain good communications with staff, donors, and environmental colleagues
- Ability to promote bay.org and favorably represent the organizations to philanthropic and other partners
- Proven track record with donor development
- Knowledge of environmental issues and nonprofits
- Background in capital campaign development for a museum, aquarium or nature center preferred

**LANGUAGE SKILLS:**

- Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

**EDUCATION and EXPERIENCE:**

- Bachelor's (B.A./B.S.) degree, or equivalent preferred.
- 5+ years' experience in management in sales and/or nonprofit grassroots campaigns
- Advanced knowledge of, and skills in, Microsoft Excel and Word , Salesforce
- Understanding of relational database concepts and experience using a donor database (eTapestry preferred).

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand (for up to 8 hours), sit, walk, and reach with hands and arms, and talk or hear. The position requires walking on concrete floors and climbing stairs, standing, and intervals of time outdoors in varying environmental conditions. Must be able to lift 40 lbs. Must either have or be able to attain a California Driver's License and be willing to be trained to drive a large vehicle and drive for off-site meetings/special events. DMV clearance required upon hire.

**Position Specifics:**

- This is a full-time, exempt position,
- The schedule for this position is Monday- Friday 9:00 AM- 5:00 PM,
- Evening, weekend, holidays and attendance to special events may be required; and
- Statutory benefits included after an introductory period has been completed

Please send cover letter and resume to [vicki@bay.org](mailto:vicki@bay.org)