



Are you an experienced development professional who thrives on building lasting donor relationships? The Santa Barbara Zoo is hiring a **Major Gifts Officer** to lead major gift fundraising efforts that support conservation, education, and the Zoo's strategic priorities.

**Position Status:** Full-Time, Regular, Non-Exempt, Hourly

**Schedule:** Monday - Friday, 9:00 am - 6:00 pm (some weekends)

**Compensation:** \$38.50 per hour

**\*You must also complete the Zoo's Official Employment Application to be considered for the position. To apply, visit <https://sbzoo.careerplug.com/jobs/3231238/apps/new>\***

#### **SUMMARY:**

Under the general direction of the Director of Advancement, the Major Gifts Officer is responsible for securing major gifts of \$10,000+ to support the mission and long-term sustainability of the Santa Barbara Zoo. In addition to building and managing a portfolio of major donors, the Major Gifts Officer will play a key role in the planning, execution, and management of capital campaigns and special funds. This includes developing strategies to secure transformational gifts, coordinating campaign communications, and ensuring campaign goals are met in collaboration with leadership.

#### **ESSENTIAL DUTIES:**

##### **Major Gifts Portfolio Management**

- Manage a portfolio of individual major gift prospects and donors, with emphasis on securing gifts of \$10,000+
- Conduct prospect research, including producing donor profiles to be shared with the Director of Advancement, VP of Community Relations, and Zoo President & CEO as needed
- Develop and implement customized cultivation and solicitation strategies for each donor
- Conduct donor visits (in-person, phone, or virtual) to strengthen relationships and deepen engagement
- Oversee planned giving program
- Partner with the Director of Advancement, VP of Community Relations, Advancement team, and Zoo President & CEO on solicitations

##### **Capital Campaign Management**

- Collaborate with the Director of Advancement and relevant teams to design, implement, and manage capital campaigns from planning through completion
- Form and lead campaign committees as needed



- In collaboration with the Director of Advancement, coordinate with Zoo staff and relevant stakeholders to set timelines, goals, and benchmarks
- Track campaign progress and ensure accurate reporting to leadership, board, and donors as needed
- In collaboration with the Zoo marketing and communications department, develop campaign-related communications and materials
- Ensure campaign donors receive high-quality stewardship and recognition

#### Planned Giving Management

- Develop and manage the planned giving program (Phoenix Society) to encourage bequests, trusts, and other legacy gifts
- In partnership with the Director of Advancement, identify and cultivate prospects for planned giving opportunities
- Collaborate with the Sponsorship & Special Events Officer to plan and execute annual Phoenix Society stewardship event
- Provide resources and guidance to donors, staff, and board members regarding planned giving vehicles

#### Stewardship & Relationship Building

- Provide thoughtful, timely, and creative stewardship to recognize donor impact and foster long-term engagement, including but not limited to behind-the-scenes animal experiences
- Translate organizational priorities into compelling cases for support aligned with donor interests
- Maintain accurate donor records in the Zoo database to support campaign and portfolio management

#### General Advancement Responsibilities

- Develops and maintains effective, fruitful, and long-term relationships with donors
- Assists in maintaining donor databases and filing system
- Contributes to Z-mail, social media, and other applicable media/publications as appropriate
- Assists with the creation of fundraising materials and activities (including marketing materials, emails, appeals, signs, website, and events) to ensure the highest standards of the Zoo brand integrity
- Creates mailing lists and reports as needed
- Leads some donor cultivation/stewardship tours
- Monitors and tracks the activities of donor cultivation/stewardship



- Provides input on policies and procedures related to Advancement
- Stays current and knowledgeable on AZA, the Santa Barbara Zoo's mission, collection, history, programs, projects, and practices
- Participates in and contributes to regular Advancement department meetings
- Supports fundraising efforts for special projects and special programs
- Contributes to the Advancement Department's annual planning and budgeting process
- Supports all Advancement cultivation/stewardship activities and events
- Shares critical information, best practices, and procedures on a consistent basis with staff through meetings that further departmental goals and productivity
- Edits Advancement and Zoo-wide publications as needed
- Attends professional fundraising training opportunities as warranted
- Researches prospective donors and current donors and creates reports as needed
- Creates some donor recognition gifts and coordinates the distribution of these gifts as needed
- Responsible for networking within the fundraising community as a Zoo Advancement representative
- Responsible for networking within the community as a Zoo Advancement representative
- Works with the advancement team to assist with donor events and other special activities
- Supports Zoofari Ball as needed
- Other assignments as needed

#### **SECONDARY DUTIES:**

##### Organization-wide Responsibilities

- Adheres to Zoo's policies and procedures as outlined in the Employee Policy Manual
- Participates in conservation culture and applies and exemplifies "green" (sustainable) practices whenever possible
- Supports Zoo-wide events as needed
- Participates in All Zoo employee meetings
- Participates in cross-departmental committees/teams as a contributing representative of the Advancement department

##### Guest Relations Responsibilities

- Greets every guest with a smile
- Thanks guests for supporting/visiting the Zoo
- Answers phone calls, voice mails, and e-mails promptly



- Ensures the Zoo's presentation standards for cleanliness and maintenance are met by keeping work areas clean, picking up trash, and reporting unsafe or unsightly conditions
- Associates with guests to assist and share information
- Responds to all guest inquiries, complaints, and comments according to Zoo guest relations procedures
- Maintains a clean neat appearance and adheres to the Zoo's uniform dress code
- Takes responsibility to stay informed about happenings at the Zoo, such as reading employee communications and attending meetings
- Reflects the qualities outlined in the Guest Relations Statement, the Employee Pledge, and Core Values

#### **POSITION CRITERIA:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements and environmental characteristics described below are representative of the knowledge, skill, ability, and working and physical elements required of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

#### Education & Experience

- Bachelor's degree preferred
- Preferred ten years of fundraising experience in zoo, aquarium, science center, or other mission-focused, venue-based organization
- A minimum of ten years of relevant experience in professional fundraising
- Experience in donor management

#### License, Certification, or Preferred Qualifications

- Valid CA Driver's License with good driving record and insurance coverage is required
- Successful completion of a Department of Justice background check
- TB testing yearly

#### Knowledge, Skills & Abilities

- Ability to think strategically and plan accordingly to further the Advancement effort
- Excellent verbal and written communication skills
- Strong writing, editing, and proofreading skills
- Ability to interact courteously and respectfully with supervisors, fellow employees, volunteers, and guests and to work with all levels of management
- Ability to maintain confidentiality and work with sensitive information



- Capacity for high-level attention to detail
- Demonstrates a high degree of accuracy and strong analytical skills
- Excellent organizational skills
- Excellent interpersonal skills
- Ability to effectively multi-task, use independent judgment, and produce quality work within a set timeframe to meet deadlines
- Ability to effectively work under pressure, multi-task effectively, use independent judgment, and produce quality work within a tight time frame; meeting deadlines
- Ability to create and implement systems and follow-up processes
- Must be a proactive and creative problem-solver; a team player with motivation to develop relationships and work collaboratively
- Understanding of telephone and office etiquette
- Ability to handle conflict resolution in a professional manner and to respond to sensitive matters or situations with discretion, tact, and confidentiality
- Ability to relate to persons of diverse backgrounds, skills, and abilities
- Ability to present self in a personable, professional, and energetic manner
- Ability to exercise safe work habits
- Proficient in Microsoft Word and Excel
- Knowledge of donor management and database systems and best practice (Zoo currently uses Blackbaud Raiser's Edge)
- Demonstrates initiative, creativity, and enthusiasm, as well as strong organizational skills
- Enjoys working with people, especially volunteers

#### Physical Demands & Work Environment

- Most work is performed inside the office environment
- Occasionally involves working out-of-doors in all weather conditions
- Requires the ability to access all areas of the facility
- Must be able to regularly climb and descend from stairs and other inclines, stand/walk for up to eight continuous hours, manipulate computer and office tools, sit and work at a computer for extended periods of time, and use tools
- Ability to occasionally lift and carry objects weighing up to 50 lbs
- Ability to multi-task, and managing high pressure situations and meet critical deadlines in a professional manner
- Must attend all events related to the position
- Ability to work flexible hours (including some holidays, evenings, and weekends) and travel as needed
- Supportive and open employment culture



### Tools Used

- Computer
- Standard office equipment; telephone, copier, calculator, and others as required
- Color and laser printer
- Camera
- Electric cart
- Paper cutter
- Laminator
- Two-way radio

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