



POSITION DESCRIPTION: MEMBERSHIP AND DIGITAL FUNDRAISING MANAGER

Grand Canyon National Park stands as one of the iconic landscapes of the American West. An international symbol of natural and cultural grandeur, the 1.2 million acre park is counted among the Crown Jewels of the National Park System, one of the Seven Natural Wonders of the World, and designated a World Heritage Site. One of the oldest national parks, it comprises 1.8 billion years of geology from rim to river and is the second busiest park hosting 6.25 million visitors annually.

As federal funding decreases, the park relies on Grand Canyon Association (GCA), its creative and nimble nonprofit partner since 1932, to provide critical support in the areas of education, resource management, and philanthropic giving. Over the decades, this collaboration has become a powerful vehicle for wide-ranging stakeholders and constituents to help preserve and protect one of America's greatest national treasures.

Grand Canyon Association continues to evolve its operations and increase its private funding to enhance visitor experiences and conservation efforts in the park. Working in tandem with park leadership, it operates eight park stores that feature GCA's publications, cultivates outdoor education experiences through programs of the world-class Grand Canyon Association Field Institute, and connects people to the park with a base of more than 18,000 members. Through the generosity of individual, corporate, and foundation donors, GCA has funded significant park initiatives including restoration of the historic Kolb Studio, renovation of the renowned Bright Angel Trailhead, and construction of an energy-efficient greenhouse. It is presently completing its first fundraising campaign to restore historic canyon trails, protect the night skies above Grand Canyon, and enhance cultural resources such as the Desert View Inter-Tribal Cultural Heritage site.

Guided by Chief Executive Officer Susan Schroeder, a talented board, and skilled staff, GCA is poised to move to the next level by fostering relationships and engaging key stakeholders to achieve its strategic goals. Critical to the Association's growth is its Philanthropy program, established in 2008 and experiencing tremendous growth and expansion under the leadership of Chief Philanthropy Officer Ann Scheflen.

Founded in 1919, Grand Canyon National Park celebrates its Centennial in 2019. GCA is implementing a multi-year national awareness campaign to support its range of fundraising and engagement programs.

OPERATIONS, WORK ENVIRONMENT & LOCATION

GCA employs approximately 80 people, has an operating budget of over \$15 million, and holds more than \$16 million in assets. The culture is inspired by the significance of the canyon; the staff is spirited, service-minded, collaborative, and committed to its Core Values of Service, Integrity, Knowledge, Connection, Achievement, Adventure, and Accountability. Its operations are located primarily at the South Rim, with offices in Flagstaff and Phoenix, Arizona.

THE PHILANTHROPY PROGRAM

This is an exciting time at Grand Canyon Association as we drive a growing program toward national reach and prominence. GCA is on track to complete its first-ever fundraising campaign in time for the 2019 Centennial celebrations having raised two-thirds of the campaign's \$15 million goal. The Manager will help build a community of inspired members and donors who care deeply about the preservation and conservation of Grand Canyon and who will make a profound impact on the park for present and future visitors.

PRIMARY RESPONSIBILITIES

The Manager is responsible for the planning and execution of Grand Canyon Association's membership and online engagement program and leads an integrated donor engagement and communications strategy to recruit and retain supporters. GCA has a keen appreciation for the foundation of membership and annual giving as the enabling component of a successful philanthropy program and has identified significant opportunities for revenue growth and audience expansion.

The Manager reports to the Chief Philanthropy Officer and works closely with the Philanthropy Officer for Annual Giving and the Director of Marketing & Communications. Office location is flexible.

PRIMARY RESPONSIBILITIES

Oversee acquisition, retention, and stewardship strategies across multiple channels, primarily direct mail and digital communications, for our high-growth Supporter program. As part of our fast-paced and growing philanthropy team, the Manager contributes to our culture of philanthropy and contributes ideas and expertise across the fundraising spectrum. Duties vary, and may include, but are not limited to, the tasks listed below:

- Leads a team of multiple vendors to create compelling fundraising content, including direct mail appeals, e-mails, donation pages, social media promotions, and other collateral as needed.
- Manages multiple vendor relationships and works collaboratively with GCA's fundraising and marketing teams to execute direct marketing campaigns.
- Improves systems, processes and policies in support of meeting revenue and supporter objectives.
- Monitors acquisition, renewal, and engagement metrics as well as revenues to meet established budget goals.
- Collaborates with colleagues and consultants to generate promotion concepts and test ideas using knowledge of fundraising copy techniques, database segmentation, and direct response campaign designs. Utilizes file segmentation and testing to better target offers for increased response and retention rates.
- Moves web browsers and online audiences to consider making a gift through compelling, targeted messaging. Recommends new and innovative donor acquisition and engagement strategies.
- Tracks emerging market trends and best practices, including new technologies.
- Supports the Philanthropy department and contributes to special projects and events as requested.

MINIMUM QUALIFICATIONS

- 5 years professional experience in membership, direct response marketing and/or digital fundraising.
- Bachelor's Degree or equivalent professional experience.
- Or any combination of education and experience equivalent to the above minimum requirements.

POSITION QUALIFICATIONS, SKILLS AND CHARACTERISTICS

- Demonstrated ability in executing direct mail campaigns. Experience working with CRMs, digital engagement software, and familiarity with HTML, CSS, and web development a plus.
- Proven success in achieving goals and managing deadlines for multiple projects.
- Excellent organizational, project planning, budgeting, and time management skills.
- Ability to generate and interpret analytical reports.
- Strong writing and editing skills.
- Excellent interpersonal and communication skills.
- Track record of working collaboratively and effectively with consultants and vendors.
- Personal qualities of integrity, collegiality, sense of humor, and a commitment to GCA's mission.
- Proven ability to handle sensitive information with confidentiality, professionalism, and discretion.
- Ability to prioritize and reassess in a fast-paced environment.
- Attention to detail and timeline- oriented.
- Computer knowledge in Excel, Word, Outlook and database applications. Experience with Raiser's Edge database a plus.
- Ability to promote and maintain a positive work environment.

TOTAL COMPENSATION

This is a full-time, benefit eligible, exempt position. Salary is commensurate with experience.

GCA provides a comprehensive benefits package including vacation and holiday pay, sick leave, and two paid canyon experience days. An employer-supplemented health benefit package including medical, dental, vision and health savings account (HSA) plan, long-term disability and life insurance, a 401(a) retirement plan, a 403(b) group retirement plan, and discounts in our retail stores and with GCA Field Institute.

FOR MORE INFORMATION

Contact Lisa Graham at lgraham@grandcanyon.org or 928-556-5301. To review the job description or submit an application, go to <https://www.grandcanyon.org/about-grand-canyon-association/association/jobs-and-opportunities>.

Grand Canyon Association is an Equal Opportunity Employer