

Virginia Zoo**3500 Granby Street Norfolk VA 23504****Phone: 757-441-2374****Job Posting**

Senior Director of Advancement

Job Type

Full-time

Norfolk, VA • Department: Advancement

Salary Range: \$100,000 - \$145,000**How to Apply:** <https://recruiting.paylocity.com/recruiting/jobs/Details/3619931/Virginia-Zoological-Society/Senior-Director-of-Advancement>

The Virginia Zoo, founded in 1901, is located in Norfolk, VA and is home to more than 700 animals representing over 150 species. It resides on 53 acres and is mostly outdoors with an indoor World of Reptiles exhibit, 3 classrooms, and an indoor restaurant and gift shop.

The Senior Director of Advancement serves as a key member of the leadership team at the Virginia Zoo, overseeing all fundraising, marketing, and communications initiatives. This position is responsible for developing and executing a comprehensive advancement strategy to secure philanthropic support, strengthen community engagement, expand the zoo's visibility, and ensure long-term sustainability. The Senior Director will lead a high-performing team across development, membership, corporate partnerships, special events, and marketing/communications, aligning all efforts with the zoo's mission, vision, and strategic goals.

This is a salaried exempt position. Reports to the Board of Directors.

This position is a member of the zoo executive leadership team.

Duties/Responsibilities:

- Develop and implement a multi-year advancement plan that integrates fundraising, marketing, and communications strategies to support organizational growth and sustainability.
- Serve as a thought partner to the Executive Director and Board of Directors on all matters related to external relations and resource development.
- Establish and monitor key performance indicators to track progress toward revenue and engagement goals.
- Lead all aspects of fundraising, including annual giving, major gifts, planned giving, membership, corporate sponsorships, grants, and capital campaigns.
- Build and maintain strong relationships with donors, foundations, corporations, and community partners.
- Work closely with the Executive Director, Board of Directors, and Director of Development to cultivate, solicit, and steward major gift prospects.
- Supervise, mentor, and inspire a team of advancement professionals in both development and marketing departments, growing a culture of philanthropy.
- Provide guidance and support to staff in setting and achieving ambitious goals.
- Manage departmental budgets and allocate resources effectively to maximize impact.

Perks For working at the Virginia Zoo!

- Positive, fun atmosphere.
- 15 Paid holidays
- Generous amount of PTO
- Comprehensive health, dental, vision, disability, life insurance, and retirement plan are offered following a 60-day probationary period.

- Free Zoo membership.
- Discounts in the gift shop and restaurants.
- Free Behind-The-Scenes tour.

Requirements

- Bachelor's degree required; advanced degree or CFRE certification preferred.
- Minimum of 8-10 years of progressive leadership experience in fundraising, marketing, or advancement, preferably in a non-profit, cultural, or AZA setting.
- Proven track record of securing major gifts and leading successful fundraising campaigns.
- Demonstrated success in developing and implementing integrated marketing and communications strategies.
- Strong leadership, team-building, and management skills.
- Excellent interpersonal, written, and verbal communication abilities.
- Ability to build relationships with diverse stakeholders, including donors, corporate partners, community leaders, and the public.
- Passion for conservation, education, and the mission of the Virginia Zoo.

At Virginia Zoological Society, we believe that diversity fuels creativity and innovation. All qualified applicants will receive consideration for employment without regard to race, color, genetic information, creed, religion, sex, sexual orientation, gender identity, national origin, age, marital status, non-job related physical or mental disability, or protected veteran status.

The Virginia Zoo is a drug free workplace.