

Chief Development Officer
Catalina Island Conservancy
Avalon, California | Long Beach, California

Santa Catalina Island is one of eight islands off the coast of Southern California. As the third largest landmass in the Channel Islands group, Catalina supports a complex Mediterranean ecosystem that includes humans. Every year, approximately 1 million people visit the island and at least 4,000 are resident year-round, most living in the town of Avalon or the village of Two Harbors.

The Catalina Island Conservancy (Conservancy), an independent, California 501(c)(3) non-profit organization, was formed in 1972 to protect and restore the natural and cultural resources of Santa Catalina Island, and to make them available for public recreation, education, and enjoyment. The Conservancy has the longest stretch of publicly accessible, undeveloped coastline in Southern California. The protected lands of the Conservancy amount to approximately 42,000 acres or 88% of the Island. The Conservancy's mission is to be a responsible steward of its land through a "balance" of conservation, education and recreation. The organization takes this balance as both an obligation and an opportunity – its science, restoration, education and outreach activities can and do serve as a model for the conservation of protected lands worldwide in the context of human use.

As a "living laboratory," Catalina Island and the restoration work of the Conservancy represents one of the largest, most diverse landscape-level scientific experiments being conducted in community-based conservation in the nation. The Catalina Island Conservancy is unique among land trusts in scope and diversity of operations. From conservation to education to recreation in an island community there are many goals to realize. The mission topics range from hiking to roads, airport to nature centers, camping to moorings, conservation to education, plants to animals, horticulture to invasive species, public accessibility to community relationships.

The Conservancy has a staff of approximately 90 individuals, an annual operating budget of approximately \$10 million, and endowments totaling \$78 million. As such, it is one of the largest land trusts in California, actively engaged in long-term stewardship.

Catalina Island Conservancy has continued to make enormous progress in recent years, despite the challenges of the COVID-19 pandemic. Thanks to ongoing involvement and support from donors, the determination of a hardworking team, and responsive and effective leadership, the Conservancy ensured financial stability and advanced and expanded programmatic work on Catalina Island during this arduous time. Although Catalina Island has remained a safe, outdoor refuge from the busy mainland, the Conservancy has pivoted to incorporate virtual events that reach a diverse, global audience. Moving toward digital offerings has also been key for the Conservancy's Education Department, as it developed Learning at Home resources with virtual activities for learners of all ages. Thousands of individuals have participated in online learning via the Conservancy, all while conservation projects continue to help recovery of the Catalina Island fox, remove invasive plants, support the island's magnificent bald eagles, and much more.

The Conservancy maintains a healthy balance between protecting Catalina's unique environment and serving the needs of a diverse public. While many conservation organizations may exclude people from wild lands as a protection strategy, the Conservancy actively encourages the public to explore, hike, bike, and camp in the Island's beautiful interior. By promoting public access to the wonders of wild Catalina, the Conservancy generates greater understanding, appreciation, and support for its conservation mission. Celebrating its 50th anniversary in 2022 and a rich history of conservation, education, and recreation, Catalina Island Conservancy has indeed become a living laboratory for island ecologies around the world. Validated by market research, the organization is poised to expand its platform for public engagement beyond the island itself to the broader audience of individuals whose

enthusiasm for conservation, open space, outdoor recreation, and educational activities outside of the classroom do not require physically visiting the island.

Amid this backdrop of distinction and growth, the Conservancy seeks candidates for Chief Development Officer (CDO). Reporting to the President & Chief Executive Officer (CEO), the CDO is responsible for overseeing all activities relating to a successful Development, Communications, and Marketing Department. This individual has direct responsibility for development and implementation of the following: an annual coordinated fundraising strategy, including a robust membership program, direct response appeals, major and planned giving initiatives, grants and sponsorships, special campaigns, and fundraising events; an annual coordinated communications and marketing strategy to advance the Conservancy's brand and mission, including public/community relations and government relations support of grants, bonds, and policy. The CDO works closely with the CEO, Board and ad hoc committees, and outside consultants to develop and execute future capital and special project campaigns. The annual goal of the Development, Communications, and Marketing team, exclusive of any campaign, is to increase year-over-year fundraised revenue per targets established in coordination with the CEO and Chief Financial Officer (CFO). The CDO fosters a culture of philanthropy and empowers a high-functioning, highly collaborative team of eight team to fulfill clear, ambitious, and achievable goals. The CDO is a member of the senior management team and will work collaboratively with colleagues to develop and implement overall organizational strategy.

Required Qualifications and Experience

While Catalina Island Conservancy will consider a broad range of backgrounds, the ideal candidate will have the following qualifications/experience:

- Passion for the many diverse aspects of the Catalina Island Conservancy's work and ability to authentically engage and inspire others as a senior representative of the organization.
- Minimum of 10 years of experience in nonprofit fundraising, serving in roles with progressive levels of responsibility, including experience with the following: individual giving, institutional giving, major gifts, annual fund/membership, planned and capital giving, prospect research, stewardship, special events, and development operations.
- Knowledge of and fundamental adherence to the principles, ethics, and best practices of modern fundraising, including the integration of various giving programs to diversify the funding base and cultivate greater donor commitments.
- Demonstrated ability in planning and executing integrated, strategic marketing and communications in support of achieving brand awareness, fundraising, event, programmatic, or other organizational goals. Experience identifying and coaching project spokespeople. A functional understanding of how to effectively leverage various communication mediums and distribution channels for optimal exposure and impact.
- Excellent interpersonal, verbal, and written communications skills. Capability to develop and sustain impactful relationships with a diversity of constituencies, serve as a highly visible and public-facing ambassador of the Conservancy, and produce concise, articulate, and compelling narratives for a wide array of applications.
- Strong record of providing strategic and operational leadership, including creating and managing budgets, while ensuring efficient processes and resource allocation. Demonstrated ability to recruit, manage, coach, motivate, and ensure ongoing professional development of a high-performing staff.
- Demonstrated commitment to and understanding of how to build diversity, equity, and inclusion in the development function; culturally competent with respect to issues such as racial, cultural, religious, sexual, and gender identity.
- Demonstrated track record in developing the case for support and strategic fundraising plans, and then executing plans to achieve fundraising goals and objectives. Experience cultivating, training, and working collaboratively with senior-level colleagues, board members, and other high-level stakeholders on successful development-related activities.
- Successful track record of personally identifying, cultivating, soliciting, and stewarding major gifts from individual and institutional donors at the level of six to seven-figures or greater.
- A forward thinker with a track record of utilizing new methods of constituent engagement and connectivity, who will be driven by innovation in developing advancement best practices in the current and post-COVID-19 world.
- Capable of extracting and analyzing data to make effective, efficient decisions about donor strategy and process. Working knowledge of computer software and modern data management practices and innovations that can streamline advancement processes and contribute to the integration of related functions.
- Understanding of the players, strategies, and trends in giving in the U.S. West Coast, and a preference for

demonstrated fundraising success therein.

- Flexibility to travel, consistent with public health guidelines.
- Bachelor's degree; advanced degree or CFRE credential preferred.
- The primary location for this position is an office environment located in Long Beach, California. The position will require regular boat trips to Catalina Island. The work can vary from an office to rugged outdoor locations. Participation in a wide variety of donor or community events on weekends and outside of normal business hours. Must have the ability to operate a Conservancy 4WD vehicle in the backroads of Catalina.

Minimum salary \$170,000 - Maximum salary as \$195,000

The Conservancy is an Equal Opportunity Employer and is committed to complying with all applicable laws providing equal employment opportunities. In addition, the Conservancy completes background checks on all new hire employees.

Catalina Island Conservancy has retained the DSG Fundraising & Advancement Practice of the Diversified Search Group to assist in this confidential search process. Inquiries, nominations, and applications (current resumes and cover letters) should be directed electronically to:

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