

## Senior Leadership Opportunity

**TITLE:** Director of Philanthropy

**REPORTS TO:** Executive Director

**SUPERVISES:** Two full-time staff

**LOCATION:** Three Rivers, CA

**WEBSITE:** [www.sequoiaparks.org](http://www.sequoiaparks.org)

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### POSITION SUMMARY

Sequoia Parks Conservancy (the Conservancy) is seeking to hire this senior leadership position of Director of Philanthropy to establish and execute short- and long-term fundraising goals, and campaigns. This position will develop an inspiring donor stewardship program aimed at increasing philanthropic support from individuals, foundations, corporations and regional businesses.

### ABOUT THE CONSERVANCY

Sequoia Parks Conservancy is the official non-profit partner to National Park Service for Sequoia and Kings Canyon, and the Army Corps of Engineers at Lake Kaweah. Founded in 1940, the Conservancy's focus was in the area of education, and visitor center stores. Through the years, nine in-park stores, publishing, and an educational field institute were added to the work portfolio.

Following the 2016 Centennial Celebration for the National Park Service, and through new directives in Directors Orders 21, the park service is working effectively with non-profit partners to strengthen donor engagement and planned giving. The Conservancy aspires to establish a robust philanthropic program to support of emerging needs through targeted initiatives.

This fall, the Conservancy will undergo a comprehensive strategic planning process with the Potrero Group.

### MAJOR OBJECTIVES

- Within the first 12 to 18 months, the Director of Philanthropy will achieve the following:
- Establish trust and confidence with the Executive Director and Board of Directors, and Sequoia National Park Service through capable leadership.
- Create a plan to identify and engage individuals to become philanthropic supporters of the Conservancy
- Actively solicit and close five- and six-figure gifts.
- Collaborate with the Executive Director, National Park Service Liaison, and Board Philanthropy Committee to develop and implement a comprehensive fundraising plan.
- Lead, mentor, and motivate a cohesive team to achieve meet, if not exceed, 2018-2022 fundraising goals.

### KEY RESPONSIBILITIES

#### Leadership & Strategy

- Serve as a key member of SPC's leadership team contributing to overall organizational strategies that will tie back to how we function in philanthropy.
- Achieve or exceed fiscal year department goals in addition to achieving personal professional goals.
- Participate in establishing and promoting an organizational culture that values creativity, collaboration, strategic thinking and planning.

- Collaborate with executive director and board of directors' development committee to execute short- and long-term fundraising goals.
- Develop and execute plans and strategies and successfully approach foundations, individuals, and corporations in support of park and Conservancy initiatives.
- Evaluate and report successes; monitor progress of team as related to set goals.
- Respond dynamically to feedback from executive leadership and the development committee to improve results.
- Review and implement Fundraising Agreement, intersecting with DO 21 and the Friends Group Fundraising Agreement.
- Ensure deliverables are followed with reports to the executive director and agencies bi-weekly, and to the development committee monthly.

#### Prospect Development

- Significantly increase the number of individual donors, foundation and corporate/business prospects to build a pipeline of engaged giving within an agreed timeline.
- Develop complex donor strategies, innovative recognition programs and engages senior leadership, board and NPS professionals in cultivation and solicitation.
- Communicate, both verbally and in print materials, a strong case of support that will resonate to donors about set initiatives.
- Drive, with your team, prospecting new partnerships through research on funding sources, and navigate through funding challenges to improve results.
- Cultivate relationships with philanthropic sectors, have the presence and stature to engage at a leadership level.
- Work with departmental directors to create annual report to attract prospective donors.

#### Donor Relations & Stewardship

- Establish programs of member/donor engagement which can be related to mission and vision.
- Oversee engagement and stewardship of existing donors engaging the executive director and park partners in process.
- Ensure recognition of all members is established so conversion to the donor level is understood and appreciated by the prospective giver and continued giving is on their radar of being fulfilled.
- Plan informative events for constituents to meet SPC staff, board members, and park leadership.
- Plan member and donor events to increase individual giving amounts.

#### Team Management & Development

- Lead your team by example through managing and personal portfolios.
- Hold individual meetings to cultivate and solicit secure and steward gift commitments.
- Ensure your team is well trained to support all financial stewards and that the office atmosphere resonates success and initiative.

### **PREFERRED EDUCATION & PROFESSIONAL EXPERIENCE**

- Bachelor's degree required; advanced degree or continuing education and training in philanthropy and development.
- Five years, or more, of progressively responsible fundraising experience.
- Membership in Association of Fundraising Professionals (AFP), preferred.
- Experience in developing compelling, cohesive campaigns, fundraising plans and strategies.
- Success in managing donor/prospect portfolios and grants from foundations and corporations.

- Experience with current and evolving trends in major gifts giving, foundation and corporate and solicitation.
- Excellent communications, both written and verbal, skills and strong attention to detail and accuracy.
- Experience with database administration and spreadsheet software and managing a budget.
- Knowledge of the California business and/or statewide philanthropy community, a plus.
- Understand the National Park Service gift acceptance policies and ensures ethical compliance with fundraising best practices, as defined by the Association for Fundraising Professionals.
- Excellent oral and written communications skills including writing, proof reading to develop annual report and donor campaigns.
- Demonstrated ability to manage multiple projects and work assignments in a fast-paced, high-pressure donor environment while remaining calm and level-headed.
- Demonstrated advanced proficiency with Microsoft Office and Microsoft Outlook applications.
- Willingness to work evenings and weekends for targeted campaigns.
- Ability to travel and work flexible hours essential.

#### **COMPENSATION AND BENEFITS**

Sequoia Parks Conservancy offers a competitive salary and benefits program. Compensation for this opportunity will be commensurate with the level of responsibility of the job and the experience of the candidate. Submit a cover letter and resume to: [hr@sequoiaparks.org](mailto:hr@sequoiaparks.org) referencing "Director of Philanthropy" in the subject line of the email.

#### **SEQUOIA PARKS CONSERVANCY IS AN EQUAL OPPORTUNITY EMPLOYER**

Sequoia Parks Conservancy is an equal opportunity employer. We do not discriminate against any applicant based on race, religion, color, national origin, gender, sexual orientation, gender identity or expression, genetic information, age, disability, marital status, or veteran's status.