



## ROCKY MOUNTAIN CONSERVANCY POSITION DESCRIPTION

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### JOB OVERVIEW

**Position Title:** Director of Philanthropy

**Reports To:** Executive Director

**Department:** Philanthropy

**Position Type:** Exempt – Full Time

**Compensation and Benefits:** \$90,000 - \$105,000 Annual Salary

- Benefits plan available. This includes, but not limited to Medical, Vision, Dental, Short-Term Disability, 401k plan eligibility after 1-year, Paid Holidays as well as sick and vacation hour accruals.

**Position Location:** Estes Park-based and remote Colorado-based employees will be considered for telework opportunities, though some in-office time will be required in the Estes Park office, at minimum 2-days every 2 weeks.

**Potential for Advancement:** Yes

### JOB DESCRIPTION

The Director of Philanthropy creates, executes, and evaluates the Rocky Mountain Conservancy's individual, foundation and corporate giving strategies with a donor-centered philosophy to ensure a diverse and sustainable revenue portfolio to support the organization's mission. The Director of Philanthropy works closely with the Executive Director, Philanthropy Department staff, and the Board of Directors to develop and execute an effective fundraising and membership plan that secures contributions from individuals, corporations, foundations, and through special donor events.

#### High Level Responsibilities

Philanthropy Plan. Creates and implements an annual fundraising plan that meets the Conservancy's philanthropic revenue goals. The plan includes timelines and goals for special fundraising campaigns for park projects through individual giving, foundations, corporate support, planned giving and donor events.

Principal Gifts Program. In collaboration with the Philanthropy Department staff, Executive Director, and Board leaders, design and implement strategies to increase the number of donors who regularly make gifts of \$5,000 and more. Cultivate, steward, and facilitate solicitation of donors. Develop donor prospect and call lists and ensure that Executive Director and Board of Director member's time is strategically deployed.

Gift Officer. Carries an active portfolio of major donors. Makes calls and schedules visits with donors and new prospects to steward their interest in the Conservancy. Leads fundraising solicitations.

Annual Fund. Designs and implements strategies to increase the number of donors who regularly make gifts of less than \$5,000. Develop and implement strategies to

reach prospective and existing donors. Coordinate effective strategies and timetables for annual giving campaigns, including targeted campaigns to key constituencies.

Membership program. Provides strategic management for the Conservancy's membership program, including campaigns and membership acquisitions, marketing and messaging, with the goal of growing participation in the Conservancy's membership program and creating a vibrant donor pipeline.

Overall Brand Strategy, Marketing and Communications. In collaboration with Communications Manager and the Executive Director, oversees the creation and production of publications, including all digital and print materials and content. Supports overall communications of organization, including collaboration on social media and other external communications.

Senior Leadership Team. Engages as member of senior leadership team, participates in strategic planning and communications.

### **Essential Duties/Responsibilities**

1. Develops processes and procedures to implement and track annual giving, planned giving, other special giving campaigns and department initiatives.
2. Builds and maintains a sophisticated major donor society to grow the number of donors giving \$500+.
3. Leads the development and execution of periodical capital campaigns over \$1,000,000 to support the growth and sustainability of the organization
4. Monitors development budget, as approved annually by the Board of Directors. Tracks development goals and works to ensure they are accomplished
5. Develops a comprehensive planned giving program to grow the number of deferred gift commitments to the organization.
6. Makes calls and schedules visits with existing donors and new prospects to nurture their interest in the Conservancy and lead to fundraising solicitations.
7. Oversees stewardship of the Conservancy's major donors, including the timely dispatch of donor thank you calls and appropriate acknowledgements, reporting back to donors on their gift impact, and strategically engaging the Executive Director and Board of Directors when necessary to bolster donor relationships.
8. Organizes and implements major donor fundraising opportunities and events (e.g. house parties and major donor events) for the organization.
9. Maximizes use of the Conservancy's database and donor management tools to identify and research major gift prospects.
10. Develops corporate partnerships to raise cash support and in-kind contributions to help meet the Conservancy's mission and fundraising goals.
11. Collaborates with program staff on the management and execution of foundation and grant funding opportunities, including grantor research, applications, reporting and relationship management.
12. Provides strategic management to the Conservancy's membership program, including its campaigns and membership acquisitions, marketing and messaging – with the goal of

growing participation in the Conservancy's membership program and creating a vibrant donor funnel for the Organization.

13. Works with the Executive Director to support the Communication Manager and provide strategic management of the Conservancy's marketing and branding efforts, including the development of marketing collateral and assets related to fundraising, including print and digital.
14. Oversees the Philanthropy Team, including the Donor Services Manager and Communications Manager, fostering a dynamic, fully engaged development team that is trained to support the organization's fundraising needs and goals.
15. Prepares reports, statistics, and other documents, and provides general support as needed for the Executive Director, the Board Philanthropy Committee, and the Board of Directors to aid in fundraising.
16. Ensures that each member of the Board of Directors is supported in realizing their potential to carry out their fundraising obligations to the Organization.
17. Serves as staff resource and liaison for the Board Philanthropy Committee. Leads effort to ensure the committee meets regularly and that its collaborative potential is realized.

#### **Other Duties/Responsibilities**

1. Supports overall communications of organization, including collaboration on social media and other broad external communications.
2. Engages as member of senior leadership team, under Executive Director, participating in strategic planning and communications.
3. Supports for and participates in events for external audiences, including Wine and Cheese and other donor/member activities.
4. Other duties as needed.

#### **Supervisory Duties**

Oversees the Philanthropy Team, including the Donor Services Manager, Communications Manager, and Membership staff, fostering a dynamic, fully engaged development team that is trained to support the organization's fundraising needs and goals. Management includes hiring, scheduling, timesheets review, training, and performance reviews.

### **JOB QUALIFICATIONS**

#### **Knowledge, Skill and Ability**

1. Demonstrated ability to build a culture of philanthropy within an organization and to enthusiastically and successfully engage in one-on-one solicitation and ongoing donor stewardship.
2. Comfort and facility with a wide range of philanthropic work, including solicitation and stewardship of individual, foundation and corporate donors, donors and potential donor cultivation and research, grant writing, and special events.
3. Detail-oriented, and able to think strategically about the organization and its mission goals.

4. Excellent verbal and written communication and interpersonal skills, an ability to listen to and balance, negotiate and work with a variety of internal and external stakeholders.
5. Expert knowledge of current and evolving trends in major-gifts giving and solicitation and fundraising campaigns.
6. Working and effective understanding of charitable gift planning.
7. Familiarity with regional and national foundations; existing relationships preferred.

### **Computer Skills**

Requires excellent, demonstrated working knowledge of current Microsoft Office applications. Raiser's Edge database or other donor database experience is required.

### **Education or Formal Training**

Bachelor's degree and at least five years of experience in professional fundraising and development or equivalent senior level professional experience required. Graduate degree preferred.

### **Experience**

1. Experience with modern fundraising methodologies, including social media and digital marketing.
2. Proven experience in asking for and closing gifts over \$100,000.
3. Proven experience building and maintaining long-term relationships with major individual donors, foundations and corporations.
4. Proven experience working on capital campaigns over \$1,000,000

### **Material and Equipment Directly Used**

The position requires the use of computerized equipment, telephones and other typical office equipment.

### **Working Environment/Physical Activities**

Some weekend and evening hours are required. Ability to sit for extended periods of time required. Occasional travel in Colorado and nationally may be required.

**NOTE: THIS JOB DESCRIPTION IS NOT INTENDED TO BE AN EXHAUSTIVE LIST OF ALL DUTIES, RESPONSIBILITIES OR QUALIFICATIONS ASSOCIATED WITH THE JOB.**