



## 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:** \$85,000 - \$100,000 Annual Salary

- Benefits plan available. This includes, but is not limited to Medical, Vision, Dental, 401k plan eligibility after 1-year, Paid holidays, and sick and vacation hour accruals.

**Position Location:** Estes Park-based and remote Colorado-based (preference for Front Range, Boulder and Denver) employees will be considered for telework opportunities. However, 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 is a member of Rocky Mountain Conservancy's leadership team. They work closely with the Executive Director, Philanthropy Department staff, and the Board of Directors to develop and execute an effective philanthropy plan that meets revenue goals in the short and long term. Guided by the mission of the organization, the Director of Philanthropy provides oversight of annual, endowment, and campaign fundraising; the membership program; grants; corporation sponsorships; in-kind donations; conservancy communications; and donor, member, and volunteer data to ensure a diverse and sustainable revenue portfolio for the Rocky Mountain Conservancy.

#### Essential Duties/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, designs and implements strategies to increase the number of donors who regularly make gifts of \$5,000 and more. Cultivates, stewards, and facilitates solicitation of donors. Develop donor prospect and call lists and ensure that the Executive Director and Board of Director members' 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. Coordinates 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.

Foundation Grants: Collaborates with program staff to develop a foundation program that includes prospect research, a calendar of grant deadlines and reporting, and relationship management.

Special Events: Coordinates and supervises the implementation of events, including the holiday event and outreach events throughout the year; Ensures that new members and event attendees are integrated into the development program.

Overall Brand Strategy, Marketing, and Communications. Oversees all digital and print materials and content. Supports overall communications of organization, including the conservancy website, social media, press relations, and other external communications.

Planned Giving: Develop a comprehensive planned giving program to grow the number of deferred gift commitments to the organization.

Supervisory Duties: Oversees the Philanthropy team, including the Development Officer, Donor Services Manager, Communications Manager, and other Philanthropy department staff, fostering a dynamic, fully engaged development team that is trained to support the organization's fundraising needs and goals, Management includes hiring, scheduling, timesheet review, training and conducting performance reviews.

Board of Directors Responsibilities: Staff the Board Philanthropy Committee. Ensures that each member of the Board of Directors is supported in realizing their potential to carry out their fundraising obligations to the organization.

Operations: Ensure the maintenance of effective documentation of fundraising operations. Sets donor data strategy, maximizes the use of the Conservancy's database and donor management tools to identify and research major gifts, and prospects, and ensures donor privacy standards are met.

Budget: Draft and monitors development budget, as approved annually by the Board of Directors. Tracks development goals and works to ensure they are accomplished.

Reports and Materials: Manages the Conservancy's Annual Report. Prepares and oversees the preparation of additional fundraising reports, dashboards, and other documents as needed for the Executive Director, the Board Philanthropy Committee, and the Board of Directors.

General Staff Leadership Responsibilities: Attends conservancy functions, such as the holiday event, other donor/member activities, board meetings, and salon events. Ensures confidentiality and work quality requirements are met by Philanthropy Department staff and fundraising volunteers.

Other: All other duties as assigned.

### **Preferred Competencies and Qualifications**

1. A commitment to the Rocky Mountain Conservancy's mission to promote stewardship of Rocky Mountain National Park and similar lands through education and philanthropy.
2. A history of successfully managing the full functions of philanthropy and marketing departments for a non-profit organization.

3. Strong leadership and relationship-building skills and an ability to use these skills to positively build a powerful fundraising program/marketing program and a cohesive and motivated team.
4. Success in closing 6-figure+ individual gifts through engaging and stewarding donors for diverse projects.
5. Detail-oriented and able to think strategically about the organization and its mission and goals.
6. Knowledge of fundraising/marketing best practices.
7. Excellent verbal and written communication and interpersonal skills; an ability to listen, negotiate, and work with a variety of internal and external stakeholders.
8. Working and effective understanding of the basics of charitable gift planning.

### **Computer Skills**

Excellent, demonstrated working knowledge of current Microsoft Office applications. Raisers Edge database or other donor database experience is required.

### **Education or Formal Training**

Bachelor's degree or an equivalent combination of education and experience is required. At least five years of senior management experience.

### **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, copy machines, printers, phones, 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.**