



Elkhorn Slough Foundation
Conserving and Restoring Elkhorn Slough and its Watershed

Director of Development and Communications **Job Description**

Elkhorn Slough, in the central Monterey Bay region of California, is the state's largest tract of coastal marsh outside of San Francisco Bay. It is an internationally known wildlife reserve with a focus on cutting edge research and conservation. The Elkhorn Slough Foundation owns and manages 4,000 acres of conservation lands in the slough – the largest tract of protected land in the central Monterey Bay. ESF's annual operating budget is \$2.5 million.

Summary: ESF seeks an energetic fund raising leader who is interested in making a difference in the environmental health of the Central Coast and in applying their expertise to this arena.

The Director of Development and Communications is responsible for 1) planning and implementing a comprehensive fund raising program for Elkhorn Slough Foundation. The incumbent will work with the Executive Director, Chairman of the Development Committee and Development Committee members to carry out the annual campaign, accomplish the membership drive, service major gifts and implement a planned giving program. 2) The Director of Development and Communications will plan and implement a marketing communications program supporting ESF activities and programs.

CHARACTERISTIC DUTIES:

General

1. Design, recommend and implement an annual fundraising program including, but not limited to, face-to-face solicitation, direct mail, special events, and cultivation programs.
2. Develop proposals, promotional brochures, and written materials to support fund raising activities.
3. Enlist, motivate, train and engage Board members, the Executive Director and other volunteers in their fund raising leadership roles.
4. Coordinate and actively participate in the cultivation and solicitation of donor prospects.
5. Direct and implement communications activities that will bring the Elkhorn Slough and its programs to the attention of the public. Maintain an active press relations program.
6. Manage a staff of 2 with goal of building the department.

Grantsmanship

7. Research, write and report on grants to foundation funders including private and corporate foundations.

Membership and Major Gifts

8. Manage membership direct mail campaigns including, but not limited to renewal and acquisition.
9. Write direct mail pieces, brochures and other pieces as necessary.
10. Develop a donor recognition program to increase ESF's ability to recognize and thank its donors at all giving levels on a regular and ongoing basis. Encourage, motivate and reward participation by all. Promote a greater sense of affiliation between donors and the foundation.
11. Design and implement an annual event schedule for members and major donors including cultivation events for new donor prospects.
12. Coordinate and support major gift solicitations.

Planned Giving

13. Organize an active planned giving program that will support the goals and objectives of ESF. Elkhorn Slough Foundation aims to increase its endowment from approximately \$4 million to \$10 million by 2020 using planning giving as one vehicle for accomplishing this goal.
14. Recognize and cultivate membership in "The Legacy Circle" program to acknowledge individuals who have designated ESF through wills and bequests.
15. Establish a Planned Giving Advisory Counsel to provide advice to ESF volunteer and staff leadership and to assist with the identification and cultivation of donors capable of making planned gifts.

Marketing/Communications

16. Serve as Editor for "Tidal Exchange," the newsletter of the Elkhorn Slough Foundation. Coordinate all aspects of producing this quarterly publication distributed to members, donors and other interested parties. Supervise contract writer.
17. Prepare press releases and other materials as appropriate.
18. Maintain relationships with the media.
19. Assure regular updates and maintenance of the website: <http://www.elkhornslough.org>. Supervise web designer.

General

20. Prepare, submit and monitor budget for development function.
21. Prepare reports on fund raising success, operations and goals accomplished.
22. Compile year-end results for annual report.
23. Direct maintenance of an integrated prospect and donor record system including donor financial records – reconcile gifts, pledges, and outstanding pledges.
24. Assure timely acknowledgement of all gifts.
25. Maintain system of identifying and tracking prospect solicitation activity.
26. Oversee and provide supervision for receptions and events.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree from an accredited college or university
- Knowledge of land conservation and/or environmental organizations preferred
- Five years of fund raising experience
- Demonstrated success with major donor solicitations
- Experience in planning and managing a development program
- Experience in planned giving
- Excellent written, verbal, and oral presentation communication skills
- Excellent computer skills. Knowledge of eTapestry and other software helpful
- Valid California Driver's License
- Results oriented, self-starter able to work independently and as member of team
- Able to hike
- Able to lift 20 pounds
- Able to work a flexible schedule.

COMPENSATION:

This is a full-time position. Compensation depending upon qualifications. Benefits: medical, dental, vision care and 403b plan. Elkhorn Slough Foundation is an equal opportunity employer.

To Apply Send cover letter, resume and two writing samples by mail or email to: Director of Development and Communications Search: Elkhorn Slough Foundation, 4602 Fairway Drive, Soquel, CA 94073 or by email: BeersteinAssociates@baymoon.com. No phone calls please.