**Job Title:**  Director, Development and Marketing

**Department:** Development and Marketing

**Reports To:**  Executive Director

**FLSA Status:** Exempt

*This is a full-time position that requires working a flexible schedule which can include nights, weekends, and holidays.*

*Starting rate**$65,000 - $75,000 annually*

**POSITION SUMMARY**

The Director, Development & Marketing is the primary strategist and active agent for a multi-layered fundraising program consistent with best practices for nonprofit organizations. The Director supports SWCC’s plan for strategic growth at a time of rapid expansion and outreach. The scope of the position includes Development Operations, Individual Giving, Institutional Relations, and Campaign prepping and support. Marketing includes communications (print and social media) to build awareness in the broad public market along with more specialized donor communications to advance SWCC’s capital goals.

The Director is personally responsible for Individual Giving in a combination of Leadership Annual Giving, Special Gifts, and Estate Plans. The Director is also responsible for maintaining and increasing the Center’s relationships with donor corporations, independent foundations, and government agencies. The Director oversees events for donors, both acquisition events and fulfillment events, and works closely with volunteers who assist these activities.

**DUTIES AND RESPONSIBILITIES**

* Direct responsibilities for Development:
  + With support from Development Operations Coordinator, manage use of donor data base (both current and prospective donors) for donor engagement and managed relationships. Data management includes regular reports on philanthropy for the Executive Director and Board.
  + In first year, focus on relationships with Individuals and Philanthropic Families already supporting SWCC’s mission. Develop portfolio of 80 to 100 top donors and prospects.
  + Support and grow the Don Coyote Society, a branded Leadership Annual Giving society, populated with current donors with outreach to prospective donors.
  + Analyze past donor trends and levels of giving to project future giving at minimum thresholds (and higher) in the new giving society.
  + Plan and execute a series of donor events, a combination of cultivation/acquisition events and fulfillment events.
  + Manage Institutional Relations in advance of hiring a full-time Coordinator on staff. This responsibility includes maintaining current donor relationships with corporations, independent foundations, and government agencies.
  + Maintain supportive relationships with Board volunteers and other volunteers assisting with fundraising, particularly those “leading” the growth of Don Coyote Society, a branded program, and a Campaign Cabinet to be recruited and oriented in 2025.
  + Serve as a regular and supportive member of the Executive Director’s internal management team.
* Direct responsibility for Marketing initiatives:
  + Maintains and updates SWCC’s case for support in all placements online and in print.
  + Drafts all donor-centric communications across a range of placements: Direct Mail, Wild Family, Online giving, Arizona Gives Day, Giving Tuesday and other campaigns, as needed.
  + Maintains a calendar of stewardship materials including postcards and special print or digital mailings to communicate impact of Southwest Center’s programs with focus on featured donors.
  + Maintains portfolio of compelling stories about donor impact.
  + Coordinates with SWCC’s PR consultant to deliver stories beyond current donor base. This initiative becomes a priority during Southwest’s 30th Anniversary Year (2024-25).
  + Support 30th Anniversary Committee in advance of November 8, 2024, 30th Anniversary Gala in downtown Scottsdale.

**Other duties** - This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**QUALIFICATIONS:**

* Bachelor's Degree
* Experience using and managing donor data systems
* Direct experience in fundraising through standard appeals: Direct Mail and Online Giving
* Experience working directly with donors, ideally in strategies involving active cultivation and solicitation of donors
* Excellent written and oral presentation skills
* Experience supervising other staff and volunteers
* Must be willing and able to work evenings, weekends, holidays and extended days as needed
* Valid Drivers’ License. Must have and maintain a clean driving record
* Must be able to pass a background check

**Minimum Experience**

* Five years’ professional experience in nonprofit fundraising and communications.

**Preferred Experience**

* More than five years’ professional experience in nonprofit service will be viewed favorably.

**Knowledge / Skills / Abilities:**

* Language – Able to speak, read and write English.
* Mathematical – Intermediate mathematical skills.
* Technical – Proficiency in Microsoft Excel, Office, PowerPoint and Outlook required. Experience with Blackbaud Raiser’s Edge, Salesforce or Bloomerang software highly recommended.

**EQUIPMENT USED:**

* Laptop
* Office equipment

**PHYSICAL DEMANDS:**

* Must have current rabies and tetanus vaccination status or be willing to obtain
* Must be in good physical condition with the ability to lift 35 pounds
* Must be able to work outdoors in extreme weather conditions, especially heat
* Must be able to obtain valid Arizona driver’s license and provide own transportation

**WORK ENVIRONMENT:**

**Work Environment / Physical Demands:**

* While performing the duties of this job, the employee is frequently required to stand, walk, sit, and to handle paper and files.
* The physical demands described here are standard for administrative work at SWCC. Most time will be spent in a typical air-conditioned and heated office environment.
* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**APPLICATION PROCESS**

Please complete the Employment Application on this site and forward it to [HR@southwestwildlife.org](mailto:HR@southwestwildlife.org). NOTE: You may also attach your resume but the application must be completed in full.

We will review your materials and contact you if we wish to consider you further. Thank you for your interest.

Human Resources

**Southwest Wildlife Conservation Center is an Equal Opportunity Employer**