



Job Description Development Director

Pay Rate: \$26-\$30/hour to start, depending on qualifications and experience

Hours worked: 30-40 hours/week (negotiable)

Type of Position: Full-time, Permanent

FLSA Status: Non-exempt

Supervisor: Executive Director

Supervises: Outreach Manager

Benefits: Medical, vision, and dental insurance; SIMPLE IRA matching retirement plan; paid holidays; flexible work schedule; paid sick leave; two weeks paid vacation in the first year with vacation leave accrual increasing in subsequent years.

Summary: Friends of the Dunes is seeking an organized, professional, communicative, and team-oriented Development Director to lead fundraising efforts for a beloved and dynamic conservation nonprofit in northern California.

Friends of the Dunes is dedicated to conserving the natural diversity of coastal environments through community supported education and stewardship programs. Friends of the Dunes was started as a volunteer branch of The Nature Conservancy in 1982 and became incorporated as a 501(c)3 nonprofit organization in 1996. For over 40 years, our volunteer-led education programs and restoration efforts have been connecting people with coastal dune ecosystems and inspiring stewardship of these diverse habitats.

The Development Director plays a key role in the organization's leadership, working closely with the Executive Director, board and committee members, other volunteers, and staff. The Development Director is responsible for leading the organization's fundraising team and coordinating its annual activities, including but not limited to maintaining and growing a major donor program, direct mail campaigns, membership renewals and regular communications with members, fundraising events, legacy giving, and overall donor recruitment and retention. In addition, as part of the fundraising team, the Development Director assists the Executive Director in developing and leveraging state, federal, and foundation grant opportunities, including grant writing and deepening funder relationships. The Development Director supervises the Outreach Manager and works collaboratively with this incumbent position to communicate with members, media, and the public to grow support for Friends of the Dunes. The Development Director reports to the Executive Director, supervises outreach and development staff and volunteers, and works collaboratively with other Friends of the Dunes team members.

Essential Functions and Responsibilities include the following. Other duties may be assigned.

- In collaboration with a supportive team that includes the Executive Director and the Fundraising Committee, develop and implement an annual fundraising plan that includes membership donations, major gifts, regular solicitations, business partnerships, foundation giving, state and federal grants, legacy giving, and special events.
- Implement a program to identify, cultivate, and steward major donors. Track major donations and establish a meeting calendar for major donors throughout the year. In collaboration with the Executive Director and Board of Directors, meet regularly with major donors and solicit donations directly.

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- Manage and lead a team of fundraising professionals that includes staff, board members, and volunteers, providing guidance, training, and support as needed.
- In collaboration with the Executive Director, craft, manage, and execute targeted direct mail appeals that drive donations.
- In collaboration with event-specific committees, lead, plan, and execute annual special events that engage donors and raise funds for the organization. Some established Friends of the Dunes events include the Get Outside Gear Sale, Wine by the Sea, and an annual member potluck; there is space organizationally for new and creative approaches to events.
- Oversee the organization's outreach efforts in coordination with the communications team, including the Outreach Manager and the Executive Director. This involves contributing to newsletters, email campaigns, press releases, and social media posts while developing compelling messages that resonate with current and potential donors.
- Manage and develop donor acknowledgment, retention, and membership renewal programs. Respond to donor concerns and requests, and manage sustaining donor program to encourage growth and regular renewal of sustaining donations.
- Manage the organization's donor database, including the accurate entry of all donations.
- Manage annual Business Partners program, develop Business Partner solicitations, set up direct meetings with Business Partners, and track Business Partner benefits and acknowledgments.
- Develop and implement a legacy giving program for Friends of the Dunes.
- Coordinate efforts with the Board of Directors to cultivate major donors, Business Partners, and legacy donors. Train board members and volunteers on donor engagement and solicitation techniques.
- Manage the gift shop merchandise at the Humboldt Coastal Nature Center, including developing, ordering, and tracking new merchandise that aligns with the organization's mission and inspires membership growth and engagement.
- In collaboration with the Executive Director and program staff, help identify new foundation, state, and federal grant sources for supporting program work, and assist in writing grants and cultivating relationships with grant program officers.
- Serve on the Fundraising Committee and lead Special Event Committees.
- Provide fundraising reports to committees and the Board of Directors as requested.

Competencies:

- Supports and represents Friends of the Dunes' mission of conserving the natural diversity of coastal environments through community-supported education and stewardship programs.
- Excels in both a highly collaborative team setting and works effectively on an independent basis.
- Attention to detail: demonstrates the ability to accurately track donations, donors, relationships, fundraising-related permits, contracts, budgets, timelines, meeting schedules, and progress on multiple fundraising initiatives.
- Organized and able to manage multiple, sometimes overlapping projects and deadlines.
- Meets deadlines and completes all work in a timely manner.
- Anticipates and resolves problems.

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- Gives and welcomes feedback.
- Asks for and offers help when needed.
- Demonstrates excellent written and verbal communication.
- Demonstrates a positive attitude within the organization and while representing it to the community, including partners and volunteers.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

Required

- A combination of education and experience that demonstrates the ability to accomplish successful fundraising programs with a non-profit organization.
- Excellent verbal and written communication, including the ability to understand, listen, and relate to people of all backgrounds.
- Computer proficiency including Microsoft Office (particularly Excel) and Google Suite programs (Google Drive, Docs, Sheets, etc.).
- Excellent organizational skills.
- Financial tracking and management skills.
- Ability to speak to, train, and inspire various audiences, including staff, board members, and volunteers.
- A Bachelor's Degree or higher.

Preferred

- Demonstrated public speaking skills and experience.
- Demonstrated ability to work with media partners to promote a positive message.
- Demonstrated ability to lay out and write compelling donor appeals that yield results.
- A thorough understanding of fundraising strategies, including how to "ask" donors for major gifts.
- Grant writing experience.
- Volunteer management and recruitment experience.

Work Environment

Friends of the Dunes has a small staff that is hard-working and passionate about our mission. Our programs are supported by dedicated community volunteers, who are the heart of the organization. We value collaboration and work very closely with each other, community partners, land management agencies, and local municipalities. The Development Director may spend a portion of their work schedule outside on the coastal dunes, which have seasonal challenges including rain, sun, ticks, and mosquitos. A majority of work will take place in an office setting inside the Humboldt Coastal Nature Center, which is a unique building. The open office space and structure of the building create acoustics that may not be ideal for all



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employees. To mitigate this, noise-cancelling headphones are available for staff to reduce noise and distractions.

Schedule

Work schedules are somewhat flexible, with an expectation that a majority of work will take place during business hours, 9 am to 5 pm Monday-Friday. The Development Director will need to be available to attend committee meetings on weekday evenings (typically between 5-7 pm) and occasional weekend events.

Physical Demand

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable people with disabilities to perform essential functions.

The employee must occasionally lift and/or move up to 25 pounds. The employee will be required at times to walk short distances in soft sand. While performing the duties of this job, the employee is required to sit or stand. Specific vision requirements for this position include close vision for computer work.

How to Apply:

Send a cover letter, resume, and three references as a single pdf file to info@friendsofthedunes.org. Deadline for first review of applications is March 3. We will begin the first review of applications on Monday, March 4.