

San Diego Coastkeeper Development Director

Organizational Overview

Founded in 1995, San Diego Coastkeeper protects and restores fishable, swimmable, drinkable water for San Diego County. The nonprofit organization uses advocacy, science, education, and community engagement to tackle persistent and emerging water quality, water supply, and climate resilience issues across the San Diego region. Coastkeeper seeks a highly energetic, extremely organized, motivated, results-oriented, and strategically minded individual to fill the position of development director.

Position Overview

The development director will create and implement successful and strategic donor development and fundraising programs and campaigns to meet and exceed Coastkeeper's annual and long-term fundraising goals. The development director will lead all fundraising activities, including grant writing and management, major donor stewardship and major gift solicitation, membership campaigns and appeals, corporate partnerships and giving, fundraising events, organizational and programmatic sponsorships, and planned gifts. The development director will be responsible for funder management and donation tracking, including prospect research and outreach, gift processing and acknowledgement, and funder recognition. The development director will also engage and coordinate volunteers, including the Board of Directors, to assist in the organization's fundraising efforts. The development director should be passionate about the mission and work of San Diego Coastkeeper, enthusiastic about philanthropy, and experienced in asking for financial support from a diversity of sources. This position reports to the executive director.

Responsibilities

Fundraising

- Create and implement a multi-year strategic development and fundraising plan with goals, priorities, strategies, measurable objectives, and activities. Set monthly and annual fundraising goals and have systems in place to benchmark and track activities and progress.
- Work closely with the executive director to achieve annual fundraising goals from diverse funding sources, including major donors, foundations, corporations, government entities, membership, and earned income.
- Work closely with the executive director and the communications manager to effectively communicate with funders and donors through traditional and social media, email marketing, and direct mail communication and ensure planned communications are in support of fundraising and development goals.
- Meet regularly with current, lapsed, past, and prospective major donors, members, foundations, corporate partners, government agencies, and other partners to maintain

and grow support of the organization and our high-impact programs. Attend other fundraising and resource development meetings as needed.

- Lead the grant program. Identify grant funders, research potential grants, manage and update the grant deadline calendar, author letters of intent and grant proposals with program staff, submit high-quality grant applications, track deliverables and spending, manage grant and funder communications, generate grant reports, and manage the grants database.
- Develop, implement, and maintain a robust major donor program. Direct the identification, stewardship, cultivation, and solicitation of current, lapsed, past, and prospective major donors.
- Plan and execute membership fundraising campaigns and appeals through direct mail outreach, email marketing, and social media.
- Develop, implement, and maintain a comprehensive membership program that retains donors, increases individual giving, and acquires new donors.
- Develop and mail various membership communications such as donation acknowledgment letters and membership renewal letters.
- Create and implement a planned giving program.
- Cultivate and manage corporate partnerships, coordinate partner events with fundraising and educational outreach goals, and secure corporate sponsorships.
- Plan and execute the annual major fundraising event, Seaside Soirée. Meet and exceed fundraising goals, develop and track event budget, oversee vendor communication, manage event logistics, develop sponsorships opportunities and secure event sponsors, create registration landing page and manage ticket sales, develop pre- and post-event marketing materials, oversee at-event fundraising opportunities including the silent auction and fund-a-need, coordinate the honorary host committee, recruit and supervise event volunteers, and engage the Board of Directors in all event fundraising activities.
- Plan and host other fundraising and membership events, including “Clean Water Chats.”

Resource Development

- Perform basic bookkeeping tasks, including tracking donations and deposits and making deposits as needed.
- Oversee various membership promotional items such as branded swag.
- Manage development and fundraising internships, as applicable.
- Manage and update the donor database, online donation campaigns, and online fundraising profiles.

Communications

- Work with the communications manager to create and disseminate various marketing materials and development-related communication projects, such as Annual Report, organizational brochure, blog posts, and other outreach and printed materials.

- Work with the communications manager to create organizational communications that support development campaigns, including direct mail, website, email marketing, e-newsletters, and social media.
- Work with the communications manager to ensure the email subscriber list is updated and accurate for strategic list segmentation and targeted email marketing.

Organizational Support

- Work with program staff to determine metrics and benchmarks for program evaluation and evaluate the success of our programs and campaigns.
- Work with the executive director and program staff to develop the organization's annual budget and work closely with program staff to ensure revenue and expenses are tracked and accounted for appropriately.
- Work with the executive director to determine budget and cash flow projections.
- Provide reports about the fundraising progress to the executive director and Board of Directors on a regular basis.
- Coordinate Coastkeeper's Fundraising Committee, a subcommittee of the Board of Directors, and serve as liaison on all fundraising and development-related activities.
- Attend Board of Director meetings as needed.
- Provide assistance with the annual audit as needed.

Required Qualifications

- A bachelor's degree and at least five years of fundraising experience, preferably in the environmental nonprofit sector, with a record of demonstrated success among a diversity of funding sources.
- Experience in grant writing and management, major donor stewardship and major gift solicitation, membership campaigns and appeals, corporate outreach and giving, fundraising events, and planned giving.
- Ability to foster and deepen relationships with individuals, foundations, corporate partners, government agencies, and other partners.
- Knowledge of emerging trends in nonprofit fundraising and philanthropy and demonstrated leadership in developing and implementing innovative fundraising programs and campaigns.
- Experience developing and administering budgets.
- Ability to collaborate with colleagues as a leader and team member and work autonomously.
- Experience working with a Board of Directors and volunteers on fundraising and development activities.
- Exceptional written and verbal communication skills and organizational skills.
- Excellent time management skills and ability to handle multiple projects simultaneously within stringent time constraints.
- Extreme attention to detail and follow-through.

- Experience with a CRM database (preferably Salesforce), email marketing platform (preferably MailChimp), website CMS platform (preferably WordPress), project management platform (preferably Asana), and an online donation platform (preferably Classy).
- Proficiency with Google Apps, including Gmail, Google Calendar, and Google Drive and Microsoft programs, including Word, PowerPoint, and Excel.
- A demonstrated commitment to protecting and restoring the health of San Diego's environment and communities; familiarity with local water and climate issues a plus.

Physical Requirements

- Mobility to work in a standard office environment using office equipment.
- Must be able to sit for long periods of time and engage in basic movements such as bending, standing, and lifting weight up to 30 pounds.
- Must have reliable transportation for travel to various meetings and events throughout the county.

Salary, Benefits, and Terms

Schedule - Full-time, permanent, salaried; 40 hours per week with varying hours, including occasional evenings and weekends. Presently, all Coastkeeper staff are working predominantly remotely. Once office-based work resumes, this position is based at San Diego Coastkeeper's office in Hillcrest, with meetings, funder and donor visits, and events throughout the county. Applicants must live in or be willing to relocate to the San Diego region.

Benefits - Medical, dental, and vision insurance; paid vacation, holidays, and sick leave

Compensation - \$65,000-\$80,000 per year; commensurate with experience

To Apply

Qualified candidates are encouraged to submit a cover letter, resume, and one fundraising-related writing sample as a single PDF document to sdcoastkeeper@gmail.com, with "YOUR LAST NAME: Development Director" in the subject line. If your application indicates a potential match for our requirements, we will contact you. Please no phone calls or email inquiries. **The deadline has been extended - the new deadline to apply is Tuesday, November 30, 2021. Applications submitted after 11:59 p.m. PST on November 30 will not be reviewed.**

San Diego Coastkeeper is committed to diversity in the workplace and is an equal opportunity employer. Coastkeeper maintains a policy of non-discrimination in regard to age, ancestry, color, creed, disability, national origin, race, religion, sex, sexual orientation, gender identity, or any other class protected by applicable state or federal law.