



## **Norman Bird Sanctuary Job Description Director of Development**

### **About Us**

Norman Bird Sanctuary in Middletown, Rhode Island welcomes 20,000 visitors each year to our 300-acre campus and 7 miles of hiking trails. In the nearly 75 years since our founding, the property in our care includes thriving wildlife habitats from grasslands, forests, rocky ridges, salt marsh, and dunes to sandy beach. Our facilities include a welcome center, an upgraded historic barn and farmhouse, an artist's studio, several classrooms and a coastal education center. Visitors of all ages and backgrounds explore the main campus and trails and participate in hundreds of educational programs throughout the year. For six decades, Norman Bird Sanctuary has welcomed hundreds of campers to our award-winning Summer Camp. In what has become a tradition for many, generations of curious campers have been able to explore our expansive outdoor classroom and have fun in nature. Our age-appropriate and innovative camps offer a unique blend of hands-on learning, games, animal encounters and team building.

With a fun and team-oriented staff, a highly engaged board of directors, and an operating budget of over \$1.8 million, we work to fulfill the mission of our founder, Mabel Norman Cerio, who created Norman Bird Sanctuary through a bequest in 1949. Our mission is to engage a community of stewards to preserve, protect and enjoy this 300-acre property and the ecosystems within and beyond its stone walls. Through conservation, historic preservation, education and exploration, we foster lifelong connections between people and the Sanctuary's rich and diverse habitats.

### **Position Summary**

Norman Bird Sanctuary is seeking an experienced and dynamic leader with a strong background in nonprofit fundraising to serve as our Director of Development. Reporting to the Executive Director, the Director of Development is responsible for all fundraising and development activities of the Norman Bird Sanctuary. The Director of Development is responsible for creating and managing the annual and multi-year development plans and ensuring successful completion of all organizational goals for contributed income including: managing annual fundraising and capital campaigns, growing our major gifts and planned giving programs, cultivating strategic partnerships with foundations and corporations, and attracting sponsorships for programs, events, and other activities. The Development Director oversees major giving, donor prospecting and cultivation, donor events and stewardship, grants administration, membership, annual giving, and campaigns.

The Director of Development will possess strong management skills including the ability to influence and engage direct and indirect reports, foster trust and collaboration among team members, empower managers and leaders, develop systems of accountability, and have the ability to manage change with flexibility and poise. The Director of Development will be a skilled manager, equipped to build bridges across departments, and will foster a culture of collaboration and mutual respect, encouraging a diversity of opinions, values, and perspectives.

### **Core Responsibilities:**

#### **1. Raise the philanthropic resources necessary to support and grow Norman Bird Sanctuary programs and initiatives**

- a. Directly manage a portfolio of prospects and donors who have the potential to provide significant charitable gifts to the organization. Cultivate, solicit and close annual, major gift and multi-year contributions.
- b. Achieve all annual and multi-year revenue goals, significantly growing philanthropic support.
- c. Identify new funding prospects to support the organization.
- d. Effectively implement, steward and grow Norman Bird Sanctuary's Leadership and Major Gifts Program to increase annual and multi-year support from the region's wealth market.
- e. Develop and lead grant strategy, maintaining regular correspondence with corporate leaders and foundation program officers and trustees to ensure strong long-term relationships. Helps conceptualize and write proposals for funding.
- f. Prepares written strategies for top-tier prospects and solicitation materials, including proposal and executive summaries.
- g. Serve as a passionate proponent of the organization and its mission.
- h. Appropriately represent the organization, its board and staff leadership to donors and prospects.

#### **2. Implement a comprehensive fundraising program.**

- a. Implement fundraising strategies and programs, including a special emphasis on major giving, strategic partnerships, foundation and corporate relations, and deferred and planned giving program that increase the organization's support from individuals, corporations, foundations and other sources.
- b. Provide leadership, strategic direction, management and coordination for all aspects of the program's development efforts.
- c. Prepare the annual fundraising plan in collaboration with the Executive Director for presentation to the Board and Development Committee; provide detailed reports about the fundraising progress on a regular basis, including but not limited to quarterly board meetings.
- d. Oversee donor stewardship and recognition programs, as well as all annual giving programs.
- e. Continue to build volunteer programs to steward relationships with institutional and individual donors.
- f. Develop event strategy and oversee established annual fundraising events including smaller convenings to inspire interest and support, as well as Harvest Fair each fall.

Oversees annual events and secures all necessary permits, sponsorships, and attendance.

- g. Responsible for prospect identification and solicitation, proposal development, and coordination of internal support activities.
  - h. Creates and instills a culture of data, accountability, and analysis throughout fundraising operations. Develops and maintains systems and procedures for Norman Bird Sanctuary's fundraising operations, policies, and procedures. Ensure accurate maintenance and security of records and donor information in the database.
- 3. Work collaboratively with volunteer and staff leadership to enhance their fundraising skills and to support their revenue generating efforts.**
- a. Partner with and leverage the talents of the Executive Director to deploy her time and attention to focus on the greatest revenue generating opportunities. Manage and coordinate fundraising efforts of the Executive Director, the development committee and the Norman Bird Sanctuary Board, and other key fundraising team members.
  - b. Work effectively with the Board and other key volunteers, leveraging their talents, resources and ideas to identify new prospects, secure introductions, and engage and solicit prospects and donors.
  - c. Enhance fundraising activities; understand the Board's giving patterns and desired involvement; enhance board members' ability to identify fundraising opportunities and encourage their ongoing participation as donors and solicitors.
  - d. Build strong relationships with program leadership and staff; understand Norman Bird Sanctuary programs; work collaboratively with program staff to integrate innovative development strategies to steward relationships and attract funding.
  - e. Recruit, lead, evaluate, mentor, inspire and retain current and future staff and volunteers with fundraising responsibilities to empower performance excellence in their roles.
  - f. Create working environment that is supportive and rewarding to staff and volunteers.
  - g. Recruit and motivate community and business volunteers to increase philanthropic attainment.
  - h. Lead staff and volunteers to institutionalize philanthropy and fund development within the organization. Foster a culture of philanthropy within the organization. Assure that the organization's culture, systems and procedures support fund development and vice versa.
- 4. Serve as a member of Norman Bird Sanctuary's senior leadership team to advance the organization's goals.**
- a. First and foremost, maintain focus on achievement of the organization-wide goals, and build and implement the comprehensive fundraising program to support achievement of the goals set forth in Norman Bird Sanctuary's annual and long-term strategic plan/s.
  - b. Increase visibility of Norman Bird Sanctuary and its development activities and community events.
  - c. Provide counsel and guidance to the Executive Director and members of the senior leadership staff team in order to incorporate the development perspective.

- d. Lead and engage senior management team in developing effective messages for donor audiences.
- e. Embrace a culture focused on strong vertical and horizontal communication lines throughout the organization.
- f. Serve as a proactive problem solver.
- g. Ensures that programmatic commitments, financial standards, gift expectations, and legal requirements are met
- h. Ensure that philanthropy and fund development are carried out in accordance with the organization's mission, vision and values.
- i. Performs other related tasks and special projects as required.
- j. Incorporate and adhere to all Diversity, Equity and Inclusion learning, practices and commitments.

### **Minimum Qualifications**

- Bachelor's degree and a minimum of 5-7 years of fundraising experience
- Strong communication and presentation skills required
- Proven experience developing and monitoring annual plans and budgets
- Experience developing and implementing long-range strategic plans
- Strong understanding of fundraising best practices and compliance
- High ethical standards, diplomacy, and discretion
- Ability to manage competing priorities and deadlines

### **Desired Qualifications**

#### *Leadership:*

- High energy, forward thinking, creative individual with high ethical standards
- Well organized and self-directed
- Outstanding leadership and visionary qualities and the ability to work effectively with others
- Demonstrated success as an inspirational leader who has effectively motivated staff, donors and volunteers to achieve and sustain excellence
- Strong background working with a variety of stakeholders, including elected officials community leaders, as well as state, local and federal agencies, and area schools

#### *Development Acumen:*

- Extensive experience leading development in a complex, fast-paced environment
- A team player with the ability to successfully engage with the volunteer Board of Directors to inspire them to make introductions, introduce prospects to the Norman Bird Sanctuary and solicit and confirm their support
- Technical abilities and confidence to ensure that Norman Bird Sanctuary's fundraising is of the highest caliber
- Strong communication and presentation skills with the ability to persuasively convey the mission and vision of Norman Bird Sanctuary to diverse groups including major donors, foundations, public agencies, corporate executives, board members, partners and others who are critical to the organization's overall success

#### *Operational Performance:*

- Extensive management experience including the ability to motivate, lead, set objectives, manage performance and develop a multi-disciplinary team
- A track record in performance management, volunteer coordination, and staff development
- Strong business acumen with the ability to think strategically and creatively juggle multiple tasks, meet deadlines, work in a dynamic environment and effectively manage change
- Demonstrated project management experience, including managing budgets, grants, proposals, reports, contracts, and other projects with evolving priorities and timelines

### **Position Details**

This is a full-time exempt position, 40 hours per week, Monday through Friday. The position is at-will, salaried with full benefits. The Director of Development reports to the Executive Director. Requires evening and weekend work. Norman Bird Sanctuary is an equal opportunity employer and encourages applicants of all genders, race, ethnicity, sexual orientation and persons with disabilities to apply.

### **To Apply**

E-mail a letter of interest, résumé, and at least two references to Carolyn Moy, Finance and Operations Director at: [cmoy@normanbirdsantuary.org](mailto:cmoy@normanbirdsantuary.org). Application review will begin immediately and candidates chosen for interviews will be contacted.

**Deadline to apply:** Open until filled.