



## **Job Announcement**

**THE POSITION:** Development Program Manager

**LOCATION:** Santa Rosa, California

**AVAILABILITY:** April, 2019

### **About the Organization:**

Sonoma Land Trust (SLT) ([www.sonomalandtrust.org](http://www.sonomalandtrust.org)) is an accredited, nonprofit land trust with a staff of 36 and an annual operating budget of six million dollars. It works to keep the beautiful and varied landscapes of Sonoma County intact for future generations. Many properties acquired by Sonoma Land Trust are transferred to public agencies and other nonprofit organizations. To date, Sonoma Land Trust has protected over 50,000 acres. The organization works in partnership with the Sonoma County Agricultural Preservation and Open Space District and other public agencies and nonprofit organizations to accomplish its mission.

### **Position Summary:**

The development program manager is a central member of the development team and is responsible for increasing and retaining individual donors with a primary focus on donors giving five thousand dollars or less annually. They are responsible for shaping and implementing the strategy for building individual donors at this level. Currently, Sonoma Land Trust has approximately 2,230 donors, most of whom give five thousand dollars or less. The program manager will help SLT fulfill its goal of doubling the number of its donors within a five-year period.

### **Essential Duties and Responsibilities:**

#### **MANAGEMENT**

- Take the lead on implementing stewardship strategies for individual development at giving levels of five thousand dollars or less.
- Help set ambitious goals for numbers of individual donors at various levels and drive strategies to meet them
- Produce monthly reports, track progress, and review and report on giving trends
- Coordinate the review and re-evaluation of the purpose and goals of the development program

- Supervise development associate
- Assess the member experience every two years, including the implementation of online surveys
- Be the first point of contact for donors' questions or concerns
- Utilize volunteers in development programs and events

#### APPEALS & OUTREACH

- Plan and manage different appeals for new donors, existing donors and donation renewals, to be sent throughout the year. This includes writing letters and reply devices and writing and managing electronic appeals
- Manage graphic designers, direct mail consultants and print houses, as well as other consultants
- Work closely with the business partners program manager to engage employees of the companies who engage with SLT in their work
- Work closely with stewardship, acquisitions and On the Land program staff to help shape outings for targeted audiences. Attend seasonal outings

#### MAJOR GIFTS FUNDRAISING SUPPORT

- Manage the mid-level donor program, including researching and identifying potential donors who can increase their donation levels
- Manage a portfolio of donors
- Organize work according to priorities defined in SLT's strategic plan and fundraising plan
- Coordinate with other managers, directors and coordinators outside of the development department
- Design strategies to engage targeted audiences: such as "lifestyle migrants" (new residents or second homeowners who have recently moved to Sonoma County), recreation enthusiasts, new homeowners, families, high net worth individuals in the North Bay area who have a demonstrated interest in protecting the environment

#### MARKETING

- Promote the gift membership program to target audiences
- Coordinate efforts to create a smooth online giving experience
- Manage the development pages of our website, including the online giving web site

- Work with SLT's communications department on marketing campaigns and development materials that attract target audiences across a variety of technology platforms
- Work with the communications department and other SLT staff to promote development through various communications outlets and events
- Review journals and periodicals for new prospects, as well as for information pertinent to current prospects and donors and add information to donor database records
- Work with development team to create promotional items

### **Qualifications and requirements:**

- BA/BS from an accredited college or university preferred
- Three years or more of related experience in nonprofit fundraising preferred
- Strong analytical skills for evaluating the effectiveness of development strategies and adjusting when necessary
- Ability to work directly with donors, engaging them in different ways
- Excellent writing, editing and proofreading skills
- Experience with donor database software required, preferably with eTapestry, Salesforce or Raiser's Edge
- Excellent organizational skills, accuracy and attention to detail
- Experience managing programs and working across departments
- Ability to work in an environment which uses metrics for staff productivity and quarterly goals for new, renewed and acquired development, as well as for identifying high-level donors
- Ability to take initiative and lead projects, as well as take direction
- Experience supervising staff, volunteers and/or interns
- Ability to use good judgment, work independently and as a team, and prioritize tasks to accommodate deadlines
- Excellent interpersonal skills and sense of humor
- Ability to handle highly confidential information with discretion
- High proficiency in Microsoft Word, Excel and Outlook
- Flexibility to work evening and weekend hours
- Commitment to Sonoma Land Trust's mission
- Must have a vehicle to use for SLT business, a valid driver's license, and personal auto insurance
- Ability to lift and carry up to 30 pounds.

**Schedule, Salary and Benefits:**

This is a full time, permanent position. Sonoma Land Trust offers competitive salaries and benefits. Salary for this position is contingent on experience and qualifications.

**To Apply:**

Please e-mail a letter introducing yourself and a copy of your resume to [staffing@sonomalandtrust.org](mailto:staffing@sonomalandtrust.org). Please: no phone calls, drop-ins or paper.

**Hiring Process:**

Job is open until filled. We will begin reviewing applications on April 15.

Sonoma Land Trust welcomes people of all backgrounds, identities, and beliefs to join us in achieving our mission to protect the land forever. We strive to build a diverse and inclusive culture of mutual respect, equal treatment and the opportunity to succeed.