



DIRECTOR OF PHILANTHROPY

POSITION IDENTIFICATION

Director of Philanthropy; full-time 40 hours/week; FLSA exempt

POSITION SUMMARY

The Director of Philanthropy leads and supports a range of philanthropic activities that further The Watershed Center's mission to advocate for clean water in Grand Traverse Bay and act to protect and preserve its watershed. S/he/they will develop and implement a fundraising strategy and annual fundraising plans that support annual giving, major gifts, sponsorships, and planned giving. The Director of Philanthropy is responsible for building meaningful relationships with current and prospective donors, connecting them to appropriate giving opportunities, and stewarding them for continued and increased giving and involvement. S/he/they will work with The Watershed Center Board and staff to ensure support and engagement in fundraising activities. This position requires a genuine enthusiasm for The Watershed Center's mission and the ability to project that enthusiasm to others. Strong interpersonal and communication skills are essential to effectively interact with and build trust and confidence among our donors and supporters.

RELATIONSHIPS

Reports to: Executive Director

Supervises: none

Works with: Program Director, Grand Traverse **BAYKEEPER**®, Board of Directors

External stakeholders: donors, volunteers, public

RESPONSIBILITIES

- Serve as The Watershed Center's primary fundraiser, working in concert with the Executive Director on major donor engagement and planned gifts
- Create, execute, evaluate, and improve a fundraising strategy for individual, foundation, and corporate giving that supports annual giving, major gifts, sponsorships, and planned giving
- Create and implement an annual fundraising plan; set achievable and stretch goals, building towards future sustainability
- Manage The Watershed Center's direct mail fundraising program including timelines, format, content, and list segmentation
- Manage and ensure the accuracy of The Watershed Center's fundraising database
- Assume primary responsibility for fundraising events and follow-up activities
- Identify and secure foundation grants; assist with public grant applications
- Work with the Executive Director, Board, and staff on developing and managing individual relationships with donors, including developing strategies for individual donor cultivation, stewardship, and solicitation efforts
- Ensure the engagement and leadership of the Board of Directors for fundraising
- Provide leadership, organization, and support for the Board Fundraising Committee
- Maintain an awareness of ongoing and future projects and initiatives that may be of interest to current and potential donors



- Represent The Watershed Center in the community, connecting with donors and prospects to help grow awareness and financial resources
- Perform other related duties as required and assigned by the Executive Director

STANDARDS OF PERFORMANCE

Success is measured by the degree to which:

- Required work is completed on time and budget goals are met
- Written communication is clear, concise, professional, and free from error
- Fundraising strategy and annual fundraising plans are adhered to and improved when appropriate
- The number of annual donors and the average individual gift amount increases each year
- Fundraising database is continually maintained for accuracy and completeness
- Reported level of satisfaction from donors averages good or better
- Board and the Executive Director is satisfied with the fundraising strategy and annual fundraising plan creation and implementation

QUALIFICATIONS

- Strategic understanding of current and evolving trends in philanthropy and funding streams; ability to leverage them to advance The Watershed Center's mission and strategic plan
- Able to convey and connect prospective donors with The Watershed Center's mission
- Experience independently soliciting and cultivating donor prospects
- Extremely detail-oriented with strong organization skills
- Excellent prioritization and multi-tasking abilities
- Ability to gather, analyze, and summarize information including numerical and financial data
- Exhibit excellent time management skills and ability to meet deadlines
- Demonstrated ability to work independently and as part of a team; ability to empower a team-oriented approach to leadership of The Watershed Center's fundraising efforts
- Exhibit professionalism, with superior social and interpersonal skills
- Excellent verbal and written communication skills in the English language
- Effective problem-solving skills
- Proficient in the use of Microsoft Office Suite and Salesforce
- Able to work flexible hours, including occasional evenings and weekends
- Desire to learn and grow professionally
- At least three years of relevant experience, preferably in the non-profit sector
- Bachelor's degree with excellent academic performance

COMPENSATION

The Director of Philanthropy is an exempt, full-time position with a competitive salary commensurate with background and experience (\$55,000-\$70,000). The Watershed Center offers benefits including matching IRA contributions, health and dental insurance, and a flexible work schedule.



TO APPLY

Please email resume and cover letter stating your suitability for this position to Executive Director Christine Crissman at ccrissman@gtbay.org. Application materials must be received no later than 5:00pm EST Friday August 5, 2022.

The Watershed Center is an equal opportunity employer and will not discriminate in employment, promotions, or compensation based on sex, age, race, religion, color, national origin, marital or veteran status, or disability.