



POSITION DESCRIPTION

Mission: Uniting Baltimore through parks.

Parks & People works to sustain and improve Baltimore's parks and open spaces through public-private partnerships. The Foundation has a 30-year history of making investments in green park projects to revitalize neighborhoods and is a major provider of programs to allow children, youth and adults to learn, grow, and explore their natural environment. Our vision is to ensure that everyone in Baltimore is connected to nature, their community and each other through vibrant parks and green spaces. The Foundation supports an annual operating budget of \$4.5 million through a comprehensive development program.

DIRECTOR OF DEVELOPMENT

DIVISION: DEVELOPMENT

REV: 03/22/19

FULL-TIME, EXEMPT

MAJOR RESPONSIBILITIES: The Director of Development serves as Parks & People's chief development officer, providing the vision and the leadership to build and sustain the Foundation's programs for fundraising, communications and marketing. The role requires an experienced leader to marshal the fundraising potential of the Foundation and guide all its major functions to the next level of excellence, with the support of a staff team and consultants. The Director is responsible for annual giving, major gifts, planned & legacy giving, grants, corporate & foundation relations, and special events. The Director also is responsible for administration of the Foundation's constituent database and donor stewardship program.

REPORTS TO: President & CEO

ESSENTIAL FUNCTIONS:

1. Provide leadership for all fundraising efforts of the Foundation.
2. Prepare an annual plan for development and communications & marketing, including projections of annual fundraising performance, and present the annual plan and projections for approval of the President & CEO and the Board of Directors.
3. Build, supervise, lead, and mentor a team of four professionals, including a manager of annual giving and special events, a manager of communications, and a grants and foundation relations director.
4. Provide oversight and leadership for staff responsible for the grants program and relations with grant-funding sources in the public, private, and voluntary sectors, to ensure that Parks & People maintains a robust stream of revenue from grants, contracts, and other such funding sources.
5. Grow and sustain a major gifts program. This role includes identifying, engaging, and asking current and prospective major gift donors for annual support and multi-year commitments, and administering a program of outreach, communications and stewardship on a continual basis to establish and sustain relationships with current and prospective donors.
6. Plan and implement special fundraising programs and events, including Parks & People's signature annual event, to attract continuing and new donors at all sponsorship and giving levels.
7. Serve as the Foundation's liaison to the Board of Directors' Development Committee and provide leadership support for the Committee's members to advance the Foundation's fundraising goals and objectives. In this role, the Director is expected to provide guidance on all fundraising matters, create and present regular reports on progress toward annual fundraising goals, and encourage the active engagement of Committee members in the Foundation's fundraising programs and events.

8. Work collaboratively with the President & CEO in representing the Foundation to leaders in the public, private, and voluntary sectors, major donors, and other individuals and groups capable of helping to advance the mission and vision of Parks & People.
9. Serve as the Foundation's primary liaison in creating interest and involvement of individuals and organizations in financial support for Parks & People.
10. Work collaboratively with the President & CEO and the Board of Directors' Development Committee in the creation and implementation of special events hosted/sponsored by elected officials, community-wide meetings, and gatherings focused on developing relationships with specific communities.
11. Assist the President & CEO with special fundraising and communications initiatives and matters, including the development of major capital and other campaigns, as needed.

MANAGEMENT & OVERSIGHT:

1. Manage all activities of the Development division, including all designated staff and consultants, to ensure that overall annual Foundation goals for fundraising and communications are met.
2. Oversee the Foundation's constituent database system, grant tracking & reporting systems, prospect research program, and a moves-based portfolio management system.
3. Establish and oversee a comprehensive data management and reporting system that includes financial projections and periodic development progress reports.
4. Implement an outreach program that aligns with the annual fundraising plans, including but not limited to community and media relations, social media, and other communications channels.
5. Oversee creation of collateral material in support of fundraising endeavors, communications and marketing initiatives, and promotion of the Foundation, including brochures, newsletters and an annual report.
6. Perform all other duties as assigned by the President & CEO.

QUALIFICATIONS AND REQUIREMENTS:

- A minimum of 7 years of professional experience and demonstrated success in designing, implementing, and administering fundraising strategies and programs, including an annual campaign, major gifts, legacy giving, special events, and grantsmanship.
- A proven track record securing six- and seven-figure gifts.
- Demonstrated experience and success in building and providing leadership for a collaboration-oriented team of professional staff members and volunteers.
- Possess the interpersonal and leadership skills needed to work with and motivate staff, board members and other volunteers, as well as build and maintain positive and effective relationships with current and prospective donors.
- A knowledge of and experience with prospect research tools and a portfolio-based moves management system.
- Experience in developing/administering a donor stewardship and donor relations program.
- Excellent organizational skills and time management skills needed to handle multiple, concurrent deadlines.
- Collaborative work ethic and ability to understand and identify opportunities and connections between fundraising activities and other departmental and organizational activities.
- Ability to use data and analytics as tools to communicate progress and make strategic and timely decisions regarding program effectiveness and impact.
- A willingness and availability to work beyond the usual 8:30am-5pm business day and on weekends as needed.