



## **Job Description**

### **Development and Communications Director**

#### **CalWild**

6/17/2024

CalWild works to protect and restore the ecological and recreational values of the Golden State's wildest remaining public lands and waters for the benefit of present and future generations. We are a 48-year-old organization continuing to grow our organizational capacity to meet the challenge of climate change and biodiversity loss.

Currently, CalWild is seeking a Development and Communications Director to lead all aspects of our fundraising and public communications. The position is a full-time, salaried CalWild employee (40 hours per week with some evening and weekend work) working remotely, but with a very strong preference for those living in California. The position will require some travel to visit our program areas and manage fundraising events. CalWild staff, consultants, and volunteers all work remotely and are located throughout the state.

#### **Position Overview**

CalWild's Development and Communications Director (DCD) is a collaborative role, working with other staff and particularly the Executive Director on fundraising and communications functions. The DCD will focus on continuing to sustain and grow CalWild's income across all departments, with a focus on major donors, corporate partnerships, board fundraising and events, and some participation in public and private grants development. The DCD also oversees all membership communications efforts, which include donor stewardship, physical and digital solicitations, monthly e-newsletters and alerts, social media (possibly in collaboration with one or more volunteers), a biannual paper newsletter, our annual and year-end appeals, and occasional public events.

There is a diversity of work within this position that will allow the right person to craft the position to their strengths and help to grow our staffing capacity.

Responsibilities include:

- Serve as the primary fundraiser for the organization;
- Lead all fundraising campaigns, including our end of the year giving, annual membership drive, and fundraising events;
- In collaboration with the Executive Director and program staff, lead on all aspects of organizational communications;

- Lead on CalWild's partnerships with businesses and corporate brands including events, sponsorships, and group (business and organizational) memberships;
- As a key member of our board member management team, provide board members with assistance in hosting their own fundraisers, reaching out to existing donors, and bringing in their network to fundraise;
- In close collaboration with the Executive Director, create a yearly development plan and manage its implementation including email appeals, physical mailers, texting campaigns, paid advertising, and other promotions;
- Create and implement the annual communications plan, including organizing press releases, media relations and op/ed placements;
- Manage and regularly interface with a wide array of outside vendors and contractors;
- Serve as the primary manager of our donor database (EveryAction/NGPVan CRM). Establish clear guidelines and processes for managing our donor database, including data entry, implementing best practices, list-building and segmentation, creating clear ladders of engagement, ensuring regular and effective communication with major donors and partners, and targeting materials to solicit both existing donors and prospects);
- Work with program staff in the development of compelling public materials to highlight our programmatic work;
- Manage the fundraising work of the Executive Director by setting up major donor meetings, providing call lists, and tracking outreach to key donors and partners; and
- Assist in the tracking of foundation grant deadlines and pursue new foundation opportunities where they exist.

Desired Qualifications:

- A strong, personal commitment to conservation. A demonstrated passion for California's public lands is essential
- Demonstrated success in an individual fundraising capacity with a strong preference towards someone with experience in growing a major donor portfolio
- A strong background in communications, including media relations, collateral development and social media

- The ability to manage and meet many competing deadlines across multiple departments and skillsets
- Significant experience as a lead event planner and manager for fundraising events
- Experience working within a customer relationship management (CRM) system
- Experience delegating and managing the fundraising of others (e.g. Executive Directors, Board members, others staff, etc.)
- A history of corporate philanthropy engagement is highly valued
- Skilled in word processing and spreadsheet software such as Microsoft Word/Office and Google Docs/Sheets
- A willingness to work collaboratively with people of diverse backgrounds and interests
- A willingness to travel to see CalWild's program work and manage events as often as once a month
- Capacity to be self-directed and self-motivated in your work
- Experience in conservation activism is preferred, though not required
- Demonstrated writing skills
- Excellent public speaking skills are preferred
- A Bachelor's Degree is preferred, but not required
- Oral and written proficiency in Spanish is a plus.

*Salary Range (depending on experience): \$90,000-95,000*

*Other benefits:* Health, dental, and vision benefits. Matching retirement benefits. Remote work stipend. Pro deals on many outdoor industry brands.

*Preference given to applications received by July 7, 2024*

### **How to Apply**

Please send a cover letter, resume and writing sample to [admin@calwild.org](mailto:admin@calwild.org). Also, please reference where you saw the job posting in your cover letter.