



Job Description

Job Title: Development Director
Reports To: CEO
FLSA Status: Exempt – Full Time

SUMMARY:

This position provides oversight for development programs and events, including annual pass holders, major gifts, planned giving, grants, annual giving, and capital fundraising campaigns. This position serves as a member of the leadership team, supporting the CEO and Board of Directors, assisting with executing the Zoo's strategic and operating plans, goals, and budgets, and ensuring fundraising and revenue generation align with its mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Donor Strategy, Relationship Management, and Solicitation

Manage a portfolio of donor prospects and lead efforts to develop and implement cultivation, solicitation, and stewardship plans for each, ensuring plans are complete, strategic, sustainable, and effective. Direct activities include:

- Ensure prospective donors have opportunities to engage with the Zoo in an innovative and meaningful way
- Create and lead efforts around cultivation, solicitation & stewardship events, visits, calls, letters, etc.
- Devise and implement a comprehensive strategy to solicit prospects based on their experiences with, and interest in, the Zoo, and their giving capacity
- Educate and engage key members of Zoo leadership and staff to ensure successful and impactful participation in donor activities
- Achieve activity (calls, meetings, solicitations per month) and financial goals created on an annual basis
- Develop strategic funding requests based on immediate needs and long-term funding goals of the Zoo
- Engage, prepare and support Board members in their ambassadorship on behalf of the Zoo as necessary to carry out strategies
- Work with the CEO to identify opportunities and implement strategies to educate current and prospective donors about planned giving opportunities and solicit their participation.
- Identify new prospects from a variety of sources, including donor lists, prospect screening information, local publications, and conversations with existing donors and Board of Directors
- Identify current annual donors and pass holders who can make major gifts; design and implement appropriate strategies
- Generate and conduct effective and engaging in-person presentations to high-level audiences in support of Zoo projects and programs.
- Develop/prepare materials – including letters, proposals, meeting prep, stewardship reports, etc. – to support development strategies

- Develop/prepare materials – including contact reports, activity reports, etc. – to support the major gift program
- Manage and update contact information, plans, and actions in Virtuous CRM using identified protocol, complete timely and accurate call and progress reports
- Ensure consistent and timely communication throughout Zoo Leadership Team, among Zoo staff as appropriate, and with the Board of Directors regarding prospect and donor contact and activity

Annual Pass Holder Management

Oversee the annual pass holder program Develop strategic plans for increasing revenue in line to achieve CFZ's mission. Direct activities include:

- Develop and execute a pass holder strategy, including setting annual benchmark goals, tracking, and ensuring retention strategies are implemented.
- Work closely and collaboratively with representatives from across the Zoo to ensure the annual pass holder program's development.
- Develop a timeline for development events, strategies for programming, sponsorship, in-kind donations, and audience development, including creating new events.
- Ensure budgets and goals are created and reached for revenue, developing contingency and alternate plans as needed.
- Work closely and collaboratively with representatives from across the Zoo to ensure marketing for development events and the annual pass holder program are developed and implemented.
- Manage the Development Associate, Gift Officer and Development Administrative Assistant positions, including but not limited to approving bi-weekly timecards, employee absentee requests, complete the initial employee performance evaluation, and team training.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Minimum 18 years old.
- Must provide a negative drug test result.
- Knowledge of cultivation, solicitation, stewardship strategies, and techniques in fundraising and annual funds.
- Versed in grant and proposal writing at appropriate levels for varied proposal development, knowledge of methods, practices, and procedures for obtaining information.
- History of cultivating and securing major gifts.
- Knowledge of the philanthropic community in Central Florida.
- Ability to work independently and as a team member.
- Ability to maintain a professional and respectful demeanor at all times, including during stressful situations
- Ability to build and maintain excellent relationships with a diverse culture, both with employees and business contacts.
- Self-motivated and disciplined to regularly set and achieve work goals.
- A Bachelor's degree with 3-5 years of demonstrated successful fundraising experience, preferably in zoos or non-profit setting (or a comparably complex organization).

LANGUAGE ABILITY:

- Ability to respond to common inquiries, requests, or complaints from guests and staff in a kind and courteous manner.

- Must be able to prepare clear and concise reports.
- Multi-lingual is a plus.

REASONING ABILITY:

- Ability to define problems, collect data, establish facts, and draw valid conclusions.

CERTIFICATES, LICENSES, REGISTRATIONS:

- Valid Florida State driver license.

PHYSICAL DEMANDS:

- In compliance with the Americans with Disabilities Act, the following have been identified as physical requirements of the job:
- The employee must frequently lift or move up to 25 pounds, occasionally lift or move up to 50 pounds, stand for long periods, and drive Zoo vehicles.
- This job's specific vision abilities include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus. While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee is frequently required to use hands and fingers to handle, reach, or feel and manipulate objects or controls. The employee is regularly required to sit, walk distances, climb, balance, stoop, bend, kneel, and crouch.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT:

- A large percentage of the job functions are performed in an office atmosphere. Exposure to Florida weather environments should be considered.

Central Florida Zoo & Botanical Gardens reserves the right to revise or change job duties and responsibilities as the need arises. This job description pertains to an "at-will" position with the Central Florida Zoo & Botanical Gardens and in no way constitutes a written or implied contract of employment.

Employee (Print name) _____

Employee's signature _____

President/CEO _____

Date _____

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