



Fundraising and Community Engagement Director

Position Description

The Sierra Nevada Alliance has been protecting and restoring Sierra land, water, wildlife and communities since 1993. The Alliance unites hundreds of individuals and groups behind a common goal of protecting and restoring the natural values of the Sierra Nevada for future generations while promoting sustainable communities. The organization is increasing the income stream to fund a new strategic plan for the next five years. Current funding sources include individual donors, major donors, large government grants, private foundation grants, events, business sponsors, board contributions, and member group dues. In addition, the organization produces an electronic monthly newsletter, annual report, hosts events, and actively engages in social media communications. For more on our programs and organization visit www.sierranevadaalliance.org.

Title: Fundraising and Community Engagement Director

Location: Within the Sierra Nevada Region, NV/CA

Position Description: The Fundraising and Community Engagement Director is responsible for leading the organization's major donor, individual donor, related events, sponsorship, and grant development. They are also responsible for managing our Conservation Organization Member Group Program and producing various organizational outreach communications working and delegating to staff. This position reports directly to the Executive Director, supervises Outreach Americorps Members serving with the Alliance and works closely with the Board and staff on organizational fundraising efforts.

Responsibilities and Activities

Development

- Work with the Executive Director to implement a fundraising strategic plan, fundraising strategies, organizational communications, and activities
- Establish and maintain ongoing communication and positive relationships with major donors, including effectively articulating and writing about the organization's programs and activities
- Research and identify new donor and sponsor prospects
- Cultivate and solicit gifts from individuals, businesses and foundations
- Manage board members' volunteer activities to raise funds, including cultivating donors and making solicitations

- Improve the sophistication and effectiveness of direct mail campaigns, increasing the member base
- Supervise the direct mail, email and online giving programs
- Supervise events to attract new supporters
- Support the Board in their individual development plans. .
- Supervise the management of the Salesforce donor database and oversee the tracking and reporting of all non-foundation fundraising.
- Manage and track grant development and reporting.

Member Group Program

- Manage staff and contractors to produce monthly webinars, workshops, conferences, and enrichment.
- Coordinate staff and contractors to insure high quality communications, consistent look, and compelling messaging of program newsletters and website
- Work with contractors to lead production of other major organizational marketing campaigns like the Take Care Sierra Initiative.
- Assist the Executive Director with other marketing and publication outreach as needed.

Other

- Support the Alliance team, including participating in meetings, work plan production/updates, and staff retreats
- Supervise an Outreach and Member Group Program Americorps Associate
- Other duties as assigned

Necessary Skills and Qualifications

- Four plus years related work experience
- Proven track record of success in closing solicitations and raising funds
- Experience managing and tracking multiple prospects and donors
- Knowledge of current technology and trends in charitable giving
- Excellent verbal and written communication skills
- Experience developing compelling donor materials
- Ability to work with diverse groups and people
- Experience organizing events
- Ability to attend evening and weekend events and travel throughout California and Northern Nevada
- Ability to handle multiple projects, layout work tasks, identify resources to complete projects, leverage human and financial resources, focus his/her own work, complete tasks on time, on budget and of a high quality
- Strong public speaking and telephone skills

- Independent, highly motivated, able to work under pressure with frequent deadlines and limited supervision
- Passion for the Sierra's natural environment and rural communities
- Attention to detail
- Computer database management experience
- Proficiency using Microsoft Office Suite, InDesign, Photoshop, personal computers and the Internet
- Ability to travel throughout the region via automobile up to 10% of time each month. Must have a valid unrestricted State Driver's license and be insurable at commercially reasonable rates
- Occasional lifting (office supplies, etc.) of 25 pounds
- Computer use and keyboard entry up to 8 hours per day

Desired Qualifications

- Experience working with conservation or environmental causes
- Familiarity with the Sierra

Compensation: Full time position. Competitive salary dependent on experience and Qualifications (starting range, \$50,000-\$65,000). Full healthcare benefits including dental and vision coverage. Flexible work location, with the option to work remotely. Two weeks paid vacation to start, including federal holidays, and 8 hours sick days accrued each month.

How to Apply: The application process will continue until the position is filled. Send a 1-2 page cover letter and resume to jenny@sierranevadaalliance.org. Email preferred.

*All submissions are confidential. People of color and diverse gender are encouraged to apply.
The Sierra Nevada Alliance is an equal opportunity employer.*