Job Title: *Director of Development*
Reports to: *Chief Development & Marketing Officer (CDMO)*
Position Status: Full-time; Exempt
Date Available: January 2027

About Austin Parks Foundation

Austin Parks Foundation (APF) is dedicated to partnering with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support. A non-profit established in 1992, APF fills the city's funding and resource gap needed to develop, maintain and enhance the area's nearly 400 parks, trails and green spaces.

Job Summary

The Director of Development provides strategic leadership for APF's individual giving program and donor relationship-building efforts. This role is responsible for growing contributed revenue from individuals by building and managing a robust portfolio of donors and prospects, creating meaningful opportunities for supporters to deepen their connection to APF, and moving relationships forward through thoughtful cultivation, solicitation and stewardship. The Director will spend significant time engaging directly with donors and prospective donors primarily through in-person meetings, as well as calls, events and other mission-centered experiences.

The Director oversees key individual giving programs and fundraising initiatives, including major gifts, Groundbreakers (APF's leadership donors), and leadership of individual giving connected to Party for the Parks and other APF events. The Director also manages and develops two direct reports—the Database Manager and Development Manager—aligning their work with a coordinated strategy for donor engagement, data integrity, fundraising growth and strong development operations. Working closely with the CDMO, CEO and colleagues across APF, the Director will help expand the organization's philanthropic reach and secure the resources needed to support Austin's parks, trails and green spaces.

Essential Functions

- **Individual Giving & Revenue Growth**
    - Develop and lead a comprehensive individual giving strategy that grows revenue year after year, strengthens the donor pipeline and deepens individual donor relationships.
    - Manage an active portfolio of major donors and qualified prospects, with clear goals for personal visits, meaningful touchpoints, solicitations and revenue growth.

- Proactively schedule and conduct face-to-face donor and prospect meetings, connecting donor interests with APF's impact, priorities and opportunities for greater engagement and investment.
- Identify, qualify, cultivate, solicit and steward donors at all levels, creating thoughtful pathways for supporters to grow their giving and involvement over time.
- Lead individual giving strategy for major gifts, restricted park projects, Groundbreakers (APF's leadership donors) and priority capital initiatives, including the All Abilities Playground.
- Partner with the CDMO and CEO to develop donor strategies and solicitations for priority initiatives, special projects and emerging fundraising opportunities, including identifying and cultivating relationships with private and family foundations.
- Develop compelling major gift proposals and individualized solicitation and engagement strategies that connect donor passions with APF's mission, funding priorities and opportunities for transformational impact.
- Identify opportunities to secure significant philanthropic investments through donor-advised funds (DAFs), planned and legacy giving, private family foundations and other charitable giving vehicles.
- Establish and monitor annual revenue, activity and engagement goals; evaluate results and adjust strategies to achieve or exceed targets.
- Maintain timely, accurate CRM records of donor interactions, including interests, giving history, meeting notes and relationship strategies.

- **Grassroots, Mid-Level & Special Giving Programs**
  - Provide strategic leadership and oversight of the Development Manager's grassroots and mid-level individual giving portfolio, including annual direct mail and digital appeals, donor acquisition and retention campaigns, monthly giving through Perennial Partners (APF's recurring monthly donors), and other targeted fundraising initiatives.
  - Guide the Development Manager in planning and executing direct-response and special fundraising campaigns, using donor segmentation and performance results to strengthen engagement and grow revenue.
  - Oversee the Development Manager's leadership of employee and workplace giving programs, including corporate employee giving campaigns, workplace giving fairs and partnerships with programs such as EarthShare.
  - Provide strategic direction for special individual giving campaigns, including Zilker Train, All Abilities Playground family-focused campaigns and other mission-driven fundraising opportunities.
  - Set and monitor revenue, acquisition, retention and engagement goals across these programs, working with the Development Manager to evaluate results and adjust strategies.

- **Donor Engagement, Cultivation & Stewardship**
    - Lead a year-round donor engagement and stewardship strategy that strengthens relationships, retention and philanthropic investment.
    - Plan and lead donor visits, cultivation opportunities, briefings, tours, small gatherings and other experiences that bring supporters closer to APF's work and impact.
    - Oversee timely, meaningful donor and funder stewardship across annual and special campaigns in collaboration with the Development Manager, Database Manager and APF colleagues.
    - Maintain an annual stewardship calendar with meaningful touchpoints for donors, funders, volunteers and partners, including Thank-a-Thon and holiday cards.
    - Collaborate with the CDMO and VP of Marketing & Communications on donor communications, appeals, acknowledgment language, impact stories and other fundraising materials.
    - Work with the Director of Corporate and Foundation Giving to coordinate donor and funder recognition, stewardship and engagement opportunities.
    - Partner across APF to connect donors with relevant programs, park projects, volunteer opportunities, advocacy and other mission experiences.
    - Develop donor stewardship scripts, templates and resources for personalized outreach, including thank-you calls, emails, handwritten cards and other donor communications; equip staff and board members to participate in meaningful donor engagement.

- **Party for the Parks & Special Fundraising Initiatives**
    - Play a leadership role in the individual giving and fundraising strategy for Party for the Parks, APF's signature fundraising event, in collaboration with the CDMO, CEO and Sr. Manager, Events & Partnerships.
    - Lead individual donor cultivation and solicitation strategies for the event, including sponsorships, table and ticket engagement, auction participation, paddle raise/paddles-up giving and other revenue opportunities.
    - Personally engage and solicit donors and prospects before and during the event, and oversee post-event stewardship and follow-up.
    - Partner with the Sr. Manager, Events & Partnerships to create a donor experience that supports fundraising goals and deepens supporters' connection to APF.
    - Leverage APF events, volunteer opportunities and community engagement experiences—including Party for the Parks, It's My Park Day (IMPD), park activations and special initiatives—as opportunities for donor cultivation, stewardship and deeper engagement with APF's mission.

- **Development Operations & Database Oversight**
    - Provide strategic oversight of APF's development database and CRM in partnership with the Database Manager, ensuring accurate, consistent and actionable donor information.
    - Oversee database policies, procedures, reporting, dashboards, user access and training, supporting strong organization-wide data practices and data integrity.

- Use donor data, giving trends, segmentation and performance reports to inform fundraising strategy, prospect development, donor engagement and revenue forecasting.
- Ensure consistent documentation of donor activity, solicitations, gifts and stewardship to support effective relationship management.
- Establish goals and priorities with the Database Manager to strengthen development operations and support fundraising strategy.

- **Collaboration & Organizational Leadership**
  - Work closely with the CDMO, CEO and Development & Marketing leadership to align individual giving strategies with APF's organizational priorities and overall contributed revenue goals.
  - Foster a culture of philanthropy across APF by educating and empowering team members to recognize donor interests, identify fundraising opportunities and build meaningful donor relationships.
  - Collaborate across departments to identify opportunities to engage donors in APF programs, park projects, volunteerism, advocacy and community initiatives.
  - Serve as a positive organizational leader and role model, setting a strong example through professionalism, accountability, work ethic, collaboration and a consistently positive, solutions-oriented attitude.
  - Represent APF at donor meetings, community events and other external engagements, serving as an enthusiastic and informed ambassador for the organization.
  - Attend and support APF programs and events as needed; perform other duties as assigned.

- **People Management**
  - Supervise, coach and support two direct reports: the Database Manager and Development Manager, ensuring clear goals, priorities, accountability and alignment with APF's development strategy.
  - Conduct regular one-on-one meetings to provide feedback, set priorities, assess workload and support professional growth.
  - Lead annual and quarterly performance review processes and check-ins, ensuring clear expectations, meaningful feedback and alignment with APF goals using the CEO-S performance management system.

Requirements / Qualifications

- Bachelor's degree required.
- At least six years of progressively responsible development experience, with a strong emphasis on individual giving and major gifts.
- Demonstrated success cultivating, soliciting and securing individual gifts, including gifts of $5,000 or more, and building a sustainable major donor pipeline.

- Proven ability to meet or exceed fundraising goals and develop strategies that grow contributed revenue.
- Experience managing a portfolio of donors and prospects, including planning and conducting face-to-face donor visits and making direct, meaningful solicitations.
- Strong relationship-building and interpersonal skills, with the ability to build trust, listen actively, connect donor interests to organizational priorities and inspire philanthropic investment.
- Experience supervising, coaching or managing staff, with the ability to set clear expectations, develop talent and foster a collaborative team environment.
- Excellent written and verbal communication skills, including the ability to develop persuasive proposals, donor correspondence and presentations.
- Experience with donor databases/CRMs and the ability to use data, reporting and analysis to inform fundraising decisions.
- Strong organizational and project management skills, including the ability to manage multiple priorities, meet deadlines and move projects from concept through completion.
- Ability to work independently and collaboratively, exercise sound judgment, take initiative and adapt in a changing environment.
- Flexible, resourceful and solutions-oriented, with a positive attitude and warm, professional demeanor.
- Demonstrated passion for the outdoors and specifically Austin's parks, trails and green spaces.

Preferred Qualifications

- CFRE credential or other relevant fundraising certification.
- Experience leading or significantly growing a major gifts program, annual giving program or comprehensive individual giving strategy.
- Experience planning and executing fundraising campaigns, including direct mail, digital appeals, monthly giving and leadership giving programs.
- Experience with fundraising events and event-based giving, including auctions, paddle raises/paddles-up appeals, sponsorship engagement or peer-to-peer fundraising.
- Experience with donor moves management, prospect research, wealth screening, donor segmentation and portfolio strategy.
- Experience with Little Green Light (LGL) or other nonprofit CRM platforms, and familiarity with tools that support online giving, email marketing and donor engagement.
- Experience working in a nonprofit organization, preferably in parks, conservation, public spaces, community development or a related mission area.
- Knowledge of and experience with planned giving, including bequests, estate gifts and other legacy giving opportunities, as well as donor-advised funds (DAFs) and other charitable giving vehicles.
- Knowledge of Austin's philanthropic community and experience building relationships with local donors, businesses and community leaders.

Physical Demands and Work Environment

- Physical demands are minimal and typical of similar jobs in comparable organizations; may be required to move event materials weighing up to 40 pounds.
- Work environment is typical of similar jobs in comparable organizations. This position is hybrid, with exceptions for donor meetings, tabling and special events.
- Required to work multiple evenings and weekends.

Benefits

APF offers a comprehensive benefits package, including health insurance, dental, vision, disability, 401K match program, and generous PTO.

Diversity, Equity & Inclusion, and Equal Opportunities Commitment

We value collaboration, innovation, dependability and inclusiveness. We embrace diversity and equal opportunity, and we are committed to building a team that represents a variety of backgrounds, perspectives and skills. All qualified applicants shall receive consideration for employment without regard to race, creed, color, national origin, sex, age, religion, veteran status, or sexual orientation.

Salary Range Transparency

$ 90,000 - 110,000 per year

Salary Range Disclaimer

The base salary range represents the low and high end of the salary range for this position. Actual salaries will vary depending on factors including but not limited to experience, certifications and credentials. The range listed is just one component of APF total compensation package for employees.

How to Apply

Submit cover letter, resume, and three references

https://austinparks.applytojob.com/apply/VA6fqSG8X0/Director-Of-Development

No phone calls, please.