



## **Job Description - Director of Development**

**Location: Austin, TX**

### **About Pease Park Conservancy:**

Pease Park Conservancy celebrates the diverse ecology and history that make Austin's first public park valuable and unique. The Conservancy works to restore, enhance, and maintain Austin's first park for the sustainable use and enjoyment of all. Our vision is for Pease Park to be known as an accessible urban green space for play, adventure, and connectivity, where land stewardship, environmental innovation, and inclusive programming embrace the community's history and inspire its future.

### **Position Description:**

The Director of Development leads and manages fundraising initiatives on behalf of the Conservancy. A core member of the leadership team, the Director of Development is the primary driver of grant research and writing, individual and corporate donation solicitation, event-related fundraising efforts, future Capital Campaign strategy, and ongoing donor stewardship. Alongside the CEO, the Director of Development also leads the Board of Directors in fundraising efforts and leads the Development Committee. The Director of Development oversees development staff and divides responsibility with the Community Engagement team for creating external communications. This includes crafting messaging for fundraising campaigns for social media, email, and website content, as well as helping imagine graphic designs needed for fundraising campaigns and events.

### **Specific Responsibilities:**

- Implement an annual fundraising plan and secure revenue to fund Pease Park operations and maintenance
- Lead all fundraising campaigns for PPC, including Sycamore Circle, Pease Keepers, Corporate Engagements, Year-End Appeals, and planned giving events like Squirrel Fest, Pride Picnic, and Luminarium
- Manage future capital campaigns through silent and public phases, including identifying funding sources, working closely with volunteers, managing timelines, and organizing meetings and events
- Ensure all levels of donors are appropriately cultivated, solicited, and stewarded
- Partner with CEO, board members, development staff, and volunteers to identify, cultivate, and solicit potential significant donors to help meet fundraising goals
- Oversee strategy for earned revenue, including rentals and concessions
- Develop strategies to acquire, upgrade, and renew donors annually; implement a moves management plan for annual and major gift prospects
- Develop and implement strategy for corporate solicitation and planned giving

- Write compelling grants and collaborate with staff on foundation research, grant writing activities, and reporting
- Supervise all development documentation, including gift receipts, thank you letters, reports to the board of directors, and other fundraising correspondence
- Lead the planning and execution of fundraising events, including our annual Luminarium Gala, including budgets, volunteer management, strategy, and follow-up
- Ability to create and implement innovative events on a limited budget
- Supervise and coordinate CRM work; maintain security and quality controls; generate reports, exports, and any other data as needed
- Participate in board meetings, committee meetings, and other events
- Oversee and collaborate with the Director of Community Engagement on the creation of marketing materials, social media, email campaigns, and merchandise related to fundraising campaigns

### **Requirements:**

- Bachelor's degree from a four-year university; Master's degree a plus
- Certified Fundraising Professional (CFRE) and member of the Association of Fundraising Professionals (AFP) a plus
- Five or more years of nonprofit development and management experience – with a proven track-record of event-related and written appeal fundraising – preferably in the Austin market
- Excellent interpersonal skills
- Capital Campaign experience a plus
- CRM experience required; Salesforce experience a plus
- Excellent writing skills and outstanding attention to detail
- Ability to both to address and respond to challenges independently and to follow direction
- Come to work with a positive attitude; show concern for the park and the community; demonstrate confidence, common sense, and good listening skills
- Demonstrated passion for nature and the mission of Pease Park Conservancy
- Must be flexible and resourceful, with a positive attitude and a warm and professional demeanor
- Availability to work occasional night and weekend hours required for various PPC programs and events

### **Salary and Benefits**

The position is full-time with a salary range of \$85-100k, commensurate with experience. We have a generous benefits package, including health, dental, and vision insurance; life insurance; a retirement match, generous PTO policy, and much more. The Director of Development reports to the CEO.

### **How to Apply**

Email your resume, writing sample, and a cover letter explaining why you're the best fit for the position to [nicole@peasepark.org](mailto:nicole@peasepark.org).

**Additional Information:** The Director of Development also assists Pease Park Conservancy staff with general office duties and special projects as needed in a small nonprofit environment.

Pease Park Conservancy has an office located at 1609 Shoal Creek Blvd, across from Pease Park. This is a full-time (40 hours/week) position with flexible scheduling and the ability to work from the office, home, or other locations.

*Pease Park Conservancy is an equal opportunity employer and considers applicants for all positions without regard to race, color, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally-protected status.*