

JOB DESCRIPTION

Resource Development Director

Full-time

***Pueblo Zoo Mission:** To empower people to engage in conservation of animals and their natural habitat. Empower. Engage. Conserve.*

Status: Full-time, Exempt, salaried

Reports to: Executive Director

Compensation: \$37,000-\$45,000

Benefits: Competitive benefits package including HMO and HSA-qualified health plans, a 3% employer matched SIMPLE IRA, paid time off, sick time, eight holidays, six sick days and a commitment to flexible work schedules and professional development.

ORGANIZATION OVERVIEW:

The Pueblo Zoo is a vibrant, collaborative, and flexible workplace. The Pueblo Zoo is accredited by the Association of Zoos and Aquariums and is home to nearly 400 animals representing more than 125 species. Driven by our mission to empower people to engage in conservation of animals and their natural habitat, we serve 100,000 annual visitors, provide educational outreach to tens of thousands of students, and directly support global species conservation. At its core, Pueblo Zoo values animal welfare, teamwork, education, collaboration and community. The Zoo is located in Southern Colorado and provides a great living experience in a big, small town that offers endless outdoor and cultural opportunities without the hassle of congested big city problems.

GENERAL DESCRIPTION

Responsible for the oversight of fundraising functions including philanthropic giving, marketing, communications, membership and special events to ensure the financial stability of the Pueblo Zoo. Leads the Resource Development Department which includes the Marketing and Communications Manager, Special Events Coordinator and Membership & Development Coordinator. Collaborates with all staff and Board to increase resources to further the organization's goal to inspire engagement and conservation action. The Resource Development Team works closely with the Executive Director and other staff to implement strategic initiatives to generate revenue through fundraising opportunities, increased zoo attendance, memberships, special events attendance, rentals and partnerships.

Works closely with the Executive Director and this team to promote the organization within the community, including business, non-profit and government sectors. Creates long term development plans as well execute day to day philanthropic fundraising responsibilities including foundation, individual and planned giving programs. The Development Director will report directly to the Executive Director and be a part of Senior Management Staff.

DUTIES AND RESPONSIBILITIES

- **Oversight of Resource Development Team**
 - Cultivate and manage an integrated team approach to all aspects of development as it raises funds and awareness and inspires action enabling the Pueblo Zoo to grow with its mission.
 - Oversee direct reports in development of strategic plans in each key area.

- Work with direct reports to develop individual and team benchmarks, goals and strategies to achieve organizational and Resource Development Team goals.
- Oversee performance and tracking.
- Fundraising
 - In collaboration with ED, other key staff, and Board coordinate the development and implementation of a comprehensive annual fundraising plan, including, but not limited to, annual appeals, major gift solicitation, corporate and foundation giving, planned giving, capital campaigns, appreciation activities, adopt-an-animal, exhibit sponsorship, memorial programs and other programs.
 - Establish and cultivate new funding sources and support the ongoing maintenance of relationships with current donors and grantors.
 - Ensure donor retention through a stewardship plan that includes appropriate gift acknowledgement and recognition. Provide leadership on strategic planning for growth of membership base and migration of members to donors.
 - Work closely with the Executive Director, Senior Leadership and Board of Directors to develop and implement goals and priorities to advance revenue generation to meet existing and emerging programmatic funding needs.
 - Manage the DonorSnap database for the Pueblo Zoo ensuring quality of data and use of data to track and analyze effectiveness and progress toward fundraising goals and to develop annual fundraising forecasts.
 - Source, research, prioritize and write grant proposals and submit reports as required for all programs.
 - Works closely with the Executive Director to build relationships within the business and education communities leading to new strategic partnerships and increased sponsorships for zoo programs and events including attending networking events as needed to cultivate leads and foster collaborative relations.

KNOWLEDGE, SKILLS, AND ABILITIES

Related 4-year degree; Minimum of 2 years related experience desired; some non-profit experience preferred. Excellent written and oral skills; excellent organizational skills; strong leadership skills; ability to communicate mission of the Zoo; computer skills including word processing, excel and database (donor database experience preferred); experience in working with the public; experience researching and writing grants. Demonstrated success in fundraising and capital campaigns. Must be flexible and willing to pitch in to assist other staff as needed.

PHYSICAL AND ENVIRONMENTAL:

Must be able to sit for long periods of time working on a computer screen.

Multitasking and interruptions are inevitable and should be understood and tolerated.

Must be able to lift 25 pounds and move small signage and stanchions around the zoo.