



JOB DESCRIPTION

JOB TITLE Development Director	<input checked="" type="checkbox"/> EXEMPT <input type="checkbox"/> NON-EXEMPT	DEPARTMENT Administration
REPORTS TO Executive Director	PREPARED BY Executive Director	DATE December 17, 2024
EXECUTIVE DIRECTOR APPROVAL Peter Smerud		DATE December 2024

1. PURPOSE OF JOB

The Development Director leads and manages the development and fundraising efforts of the Wolf Ridge Environmental Learning Center. The Development Director must have demonstrated ability to think strategically, and to develop, analyze, manage and execute fundraising programs to further WRELC’s long-term vision, while producing short-term successes throughout the process. This position manages annual fund efforts, events, an ongoing set of appeals, as well as planned giving and major donor engagement. Wolf Ridge has set goals for establishment of an endowment campaign and sponsorship programs that this position will oversee. This position is responsible for acquisition as well as cultivation of donors, and manages a contracted grant writer.

An active member of Wolf Ridge’s administrative leadership team, this position assists the Executive Director and works collaboratively with other leadership team members to ensure the center’s learning experience and operational goals are met. This position provides guidance to the Development Committee of the Board, as well as the Board of Trustees at both committee and whole board meetings, and in between as requested.

This position partners with the Communications and Marketing Director, who also serves as the center’s Database Manager, to identify potential donors and provide strategy to achieve the goals of annual fund initiatives, grants, campaigns, major gifts, planned giving, and other fundraising activities.

The Development Director collaborates with the Program Director and Operations Director to produce targeted and successful fundraising efforts that support identified programmatic and facility goals.

2. SUPERVISION

This position supervised by the Executive Director

Supervision provided by this position	Number	Type
Supervises	1	5
Provides work direction	2-4	1,7

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Type Code

1 – Full-time Regular (FTE .75 – 1.0)	4 – Student Naturalist
2 – Part-time Regular (FTE .1 - .7)	5 – Contractor/Teacher
3 – Seasonal	6 – Summer Counselor/Naturalist
	7 – Volunteer

3. KNOWLEDGE, SKILLS, AND EXPERIENCE REQUIREMENTS

- Bachelor Degree (or equivalent credentials) in related field plus 5 years of proven experience in identifying, cultivating, soliciting, and stewarding donors and volunteers.
- Demonstrated leadership and management of teams, with minimum 2 years experience, pursuing a diverse set of projects and goals.
- Preference for experience in:
 - Planned giving and/or building an endowment
 - Special events planning
 - Experience marketing products and services
 - Building of a sponsorship program
 - Developing digital strategies to cultivate and acquire support
 - Database usage including using fundraising databases for reports/queries as well as a comfortable level working with customer service should questions arise.
- Project management experience
- Must have excellent writing skills and understanding of how to adapt writing to different audiences.
- Must have excellent interpersonal communication skills and ability to interact effectively and professionally with clients, the general public, and WR Board and staff. This position represents Wolf Ridge through donor meetings and other in person initiatives.
- Effectively and productively works remotely to establish and achieve goals required.
- Strong problem solving and prioritization skills are required.
- Excellence in collection, analysis, and interpretation of information.
- Excellent attention to detail, data accuracy, and integrity.
- Must be a match with Wolf Ridge’s core values of: Leaders in our Field, Learning and Innovation, Collaborative Community, Environmental Stewards, Can-do Attitude, Playful and Welcoming.

4. PRINCIPLE ACTIVITIES/DUTIES

Internal affairs: 50% (administration, development strategy, tactics, data analytics, grant writing/research, and center operations)

External affairs: 50% (communications, resource development, donor and program officer meetings, public relations, board activities, organizational planning)

% of Job	Major Activities
10%	<p>Leadership, Management, Supervision</p> <ul style="list-style-type: none"> • Assists the Executive Director and works collaboratively with the leadership team in development and implementation of the center’s mission, strategic plans, and policies. The leadership currently consists of the: Executive Director, Development Director, Operations Director, Finance Director, Communications and Marketing Director, and Program Director. • Maximizes use of staff resources to achieve goals of annual, campaign, major donor giving, planned giving, and endowment funds. • Establishes and maintains clear patterns of communication, responsibility, supervision, and accountability. Demonstrates excellent communication and delegation skills, promoting an open exchange of clear and timely information. Provides timely, constructive performance feedback to develop more effective staff members, and takes action to correct unacceptable performance. • Regularly reports on development activities and outcomes to the Executive Director, staff, and Board of Trustees. • Participates with board committees as needed.
70%	<p>Development</p> <ul style="list-style-type: none"> • Directs all the development efforts of Wolf Ridge. • Works with the Leadership Team and Board of Trustees, to identify key prospects and outline strategies and goals in alignment with overall fundraising and marketing objectives. • In collaboration with the Executive Director and Communication/Marketing Director, committees, board members and staff, implements a strategic and comprehensive fundraising program that achieves the goals. • Participates in assessment of progress toward goals; preparation of annual operating plan; and submission of regular reports. • Ensure that Wolf Ridge is abreast of trends and utilizing the appropriate fundraising and communication tools and technology. Works with technology staff and consultants to meet the growing needs of development and marketing. • Meets with donors, foundation program officers, and other Wolf Ridge supporters or prospects. • Creates and analyzes development plans and works with staff partners to design and produce print, online, and other digital materials for fundraising campaigns, grants, events and appeals. • Tracks reports of donations, pledges, recurring gifts, and appeal giving. • Trains staff and/volunteers on current development initiatives and in engagement of program attendees or other partners. Creates and updates SOP’s and procedures as needed. • Responsible for the timely reporting of fundraising outcomes to the Executive Director, Leadership Team, Board, and Development Committee. • Leads and conducts prospect research and cultivation efforts. Support staff and board in pursuing potential sources of funding from individuals, government,

	<p>public agencies, private foundations and businesses to support the center's budget. Maintain opportunity pipelines for fundraising and operations.</p> <ul style="list-style-type: none"> • Provides tools and leadership for staff, board members and volunteers to engage a broad diversity of individuals in the center's development program. • Supports fundraising events, registrations, and activities.
10%	<p>Data Analysis</p> <ul style="list-style-type: none"> • Working collaboratively with the database manager, leverages use of database to track and report on indicators that help prioritize future fundraising tactics and priorities. • Assist staff and board in forecasting and data analysis to drive decision-making. • Runs queries, and reports as needed. • Coordinates with the database manager for monthly and year-end reporting as needed to leadership team and/or board efforts. • Provide guidance for creation of contributed income reports and custom donor reports. Tracks fund development income. Distributes reports as needed. • In collaboration with the Communication/Marketing Director, ensures donation processing including data entry and timely acknowledgement of all gifts occurs.
5%	<p>Budget and Finance</p> <ul style="list-style-type: none"> • Develops and manages budgets for all center development functions, monitors monthly reports, analyzes expenses, and allocates resources. • Assists in development of the organizational budget.
5%	<p>General</p> <ul style="list-style-type: none"> • Performs other duties as assigned. Wolf Ridge is a small business, requiring support by all employees in all areas as needs arise. • Leads and participates in staff meetings and hands-on work.

5. DECISION MAKING/FREEDOM TO ACT

<ul style="list-style-type: none"> • This position is limited by all Wolf Ridge policies and local, state, and federal rules and regulations. • This position has authority for all purchases within the approved budget. This position must obtain Executive Director approval for spending beyond planned budget and for any capital spending. • This position must obtain Executive Director approval for new campaign or appeal themes, fundraising events or projects, major donor meetings/asks, or addition of any major development initiatives.

6. ACCOUNTABILITY

- This position is accountable for accurate, timely, and complete management, documentation and communication of all development activities at Wolf Ridge.
- This position serves as the organizational authority for development and fundraising activities with associated staff and trustees.
- This position is accountable for the successful and timely execution of fundraising operations to annually acquire \$1 Million+ of donated funds and to manage activities that increase that amount.
- Working in collaboration with the database manager, this position is accountable for privacy of donor data, maintained by the center that is part of the center's CRM software. Similarly this position is required to maintain a high level of confidentiality of certain donor information.
- This position is accountable for budgeted annual expenditures.
- This position is accountable for the actions and performance of staff assigned to them.

7. PHYSICAL REQUIREMENTS & WORKING CONDITIONS

- Employment at Wolf Ridge is "At Will" and is not guaranteed by a contract.
- This position requires a flexible work schedule that may require occasional evenings and weekends, and periodic overnight travel.
- This position requires regular and repetitive tasks related to computer and office work.
- This position is currently structured with a work from home agreement where the employee provides office outfitting, phone, internet service, and travel within a radius of their home. Visits to the Wolf Ridge campus will periodically be required.
- This position serves as a representative of Wolf Ridge and meets with donors, foundation program officers, and other constituents.
- This position requires frequent lifting of up to 20 lbs.
- This position requires a minimum of a valid Class D driver's license, travel with a personal vehicle, and a favorable background screening, including driving record.
- When working at Wolf Ridge, the workplace is an accredited school occupied by hundreds of children and adults.