



Development Director – Job Description

ADIRONDACK MOUNTAIN CLUB

The Adirondack Mountain Club (ADK) is a diverse organization with a five-fingered program of conservation, advocacy, recreation, education, and stewardship. ADK is dedicated to the protection and responsible recreational use of New York State's Forest Preserve, parks, and other wild lands and waters. ADK, founded in 1922, is a member-directed organization committed to public service and stewardship. ADK employs a balanced approach to outdoor recreation, advocacy, environmental education, and natural resource conservation.

JOB TITLE: Director of Development

LOCATION: Lake George Member Services Center with frequent travel to Albany Office

REPORTS TO: Executive Director

SUPERVISES: Development Assistant, Annual Fund Manager, and Communications Manager

INTERNAL PARTNERS: *Staff:* Executive Director, Chief Operating Officer, Director of Finance, Department Heads. *Volunteers:* President, Executive Committee, Board of Directors, Membership and Development Committee, Marketing/Communications Committee, and Supporting Organization

JOB DESCRIPTION: The primary responsibility of the Development Director is to provide leadership that ensures ADK meets its development goals and continues to grow. This executive-level position will work closely with internal partners to plan, organize, manage, and execute a detailed strategic plan and a detailed communications plan to support ADK's annual and long-range fund-raising efforts, its mission, and to meet ADK's goals. Additionally, the Development Director will assist in promoting the organization to its stakeholders.

This position plays a key role in planning for ADK's centennial anniversary in 2022 and establishing capital and other campaigns to meet goals for its second century of service.

DUTIES AND RESPONSIBILITIES:

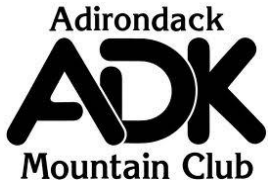
1. Plan and execute development activities and messaging strategies to meet annual and long-range goals

1. Prepare detailed plans to include all fund-raising efforts and events
 - a. Annual Fund programs include direct mail, chapter, lapsed donor, and acquisition appeals; social media appeals; special events (such as National Trails Day, raffle, online auction, ididaride! and Giving Tuesday); corporate/sponsorship partnerships; and grants/foundations
 - b. Long-range strategic initiatives include major giving, planned giving, Legacy Society, endowments, scholarship funds, capital campaigns, and other such strategies designed to grow the asset base of ADK



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2. Develop a comprehensive communication plan to promote the organization to its members and donors and maximize public awareness of the fund-raising activities of the organization. The current plan includes: brand management, social media including the website, print materials including *Adirondack* magazine, and collaborative campaigns such as Leave No Trace messages
 - a. Oversee the annual communications calendar
 - b. Ensure appropriate segmentation of messages and upholding donor preferences
 3. Ensure appropriate and consistent donor recognition; oversee the naming opportunities program, corporate sponsorship, donor and volunteer recognition, and the Annual Report
 4. Research prospective donors; perform analyses of current donors
 5. Identify and develop individual, foundation, and corporate donor prospects
 6. Monitor trends within the ADK membership and the community at large and adapt fund-raising approaches accordingly
 7. Analyze messaging and fund-raising results to increase on line conversions and improve efficiency
 8. Ensure the department complies with all applicable rules and regulations as they pertain to fund development and messaging
- 2. Serve as Department Head and Member of ADK's Management Team**
1. Develop policies and procedures for the Development department and other departments, which reflect ethical fund-raising principles and practices
 2. Responsible for administration of human resource policies with Development staff (supervision, hiring, performance evaluations, etc.)
 3. Serve as a member of the senior staff and department head teams as a resource and guide for ADK's goals, objectives, and initiatives
 4. Represent ADK's Development and Communications program as necessary with other committees or working groups
 5. Provide statistical and other reports, as necessary, to the Executive Director and President, Department Heads, Executive Committee, Board of Directors, etc.
 6. Develop, justify, and gain approval for an annual income and expenditure budget for the Development department and its programs
 7. Prepare regular reports on progress, budgets, receipts, and expenditure related to fund-raising and the management of the Development Department activities
 8. Oversee the administration of a donor database that respects the privacy and confidentiality of donor information. Oversee efforts to improve data hygiene
 9. Engage staff and volunteers for special fund development projects
 10. Foster a culture and understanding of philanthropy within ADK
 11. Assist the Executive Director, the Chief Operating Officer, and the President in soliciting and attending events that will afford the opportunity to promote the organization
- 3. Promote the organization**
- a. Build relationships with community stakeholders to advance the mission and fund-raising goals of ADK



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4. **Other duties:** Supplemental duties/responsibilities to support other Club operations/functions as requested

QUALIFICATIONS:

Education:

- University degree
- Master's degree in a relevant field or certification a plus

Experience:

- Five years progressively responsible Development experience, including significant direct solicitation and volunteer management, in nonprofit and/or membership organizations; three years in supervisory role
- Broad-based experience in individual, corporate, foundation, and special events arenas, including direct mail, major gifts, planned giving. Experience in capital campaigns is a plus
- Experience with fund-raising via social media including on line events, peer-to-peer, and special campaigns required
- Proven track record of achieving revenue targets and/or quota of more than \$1 million per year
- Proven self-motivated team leader capable of setting priorities and ensuring follow-through

Skills:

- Proficient in database management, spreadsheets, data analysis, report
- Knowledge and experience with fund-raising software, especially Blackbaud's Raiser's Edge
- Knowledge of Word Press, Google analytics and SEO preferred
- Excellent oral and written communication skill
- Strong planning and organizational abilities
- Proven skills in financial management and budgeting
- Proven ability to work well with volunteers
- Detail-oriented and able to balance multiple competing demands
- Flexibility to work in a demanding and diverse work environment
- Experience working as part of a management team
- Commitment to conservation, the wilderness, and outdoor recreation

CLASSIFICATION AND WORK SCHEDULE:

- Exempt, full-time position
- Work schedule: Monday through Friday with some evenings and weekends for meetings, programs, and/or events