

P.O. Box 576

Ipswich, MA 01938

**Director of Development and Engagement**

**Position Description**

The Ipswich River Watershed Association seeks a self-directed, goal-oriented Director of Development & Engagement who will be responsible for the design and implementation of the Association’s development & constituent engagement strategy. The Association is an inclusive, member-driven, and highly collaborative organization working on behalf of our natural environment and the more than 350,000 residents and businesses on the North Shore who rely on the Ipswich for their source of drinking water. We use science, education, storytelling, and advocacy tools to build out effective programs that protect the Ipswich watershed and inspire people to take action and provide support.

As a senior level member of an inclusive and tight-knit staff team of 8, the Director of Development & Engagement will lead fundraising initiatives aimed at generating 60% or more of the organization’s $700,000 annual operating budget and growing our reach, with a focus on major donors, members and key constituents. You will be joining at a key moment in our organization’s 40-year history, as we implement a new three-year Strategic Plan and evaluate opportunities for capacity building to increase and improve our ability to serve communities across the North Shore. The Director will play an integral role engaging Board members and staff in fundraising efforts as well as leading the outreach team on communications to promote awareness, engagement, and support from donors, members and the general public. This position reports to the Executive Director.

***Key Responsibilities***

Development

* Develop, monitor and implement the Association’s development plan and annual fundraising plan, coordinating development efforts of the Executive Director, Board, staff and others.
* Plan and lead efforts to identify, cultivate, steward and solicit major gifts from new and existing donors along with the Executive Director and Board Members.
* Develops and fosters meaningful relationships with individuals and foundations and personally secure gifts from these relationships.
* Plan, design and execute annual giving, membership and special campaign appeals using direct mail, email and social media.
* Develop and articulate a strong case for the organization’s philanthropic needs, and build opportunities to sustain and enhance the connection between donors and the organization.
* Actively cultivate and sustain corporate partners and special event sponsors, and work with Board and staff to recruit new sources of corporate support.
* Establish effective performance measures, maintain a development dashboard, monitor progress toward goals, and evaluate the effectiveness of the organization’s development program.
* Supervise the Development and Administration Coordinator and a volunteer team and oversee gift processing, acknowledgement systems and quality control.
* Oversee the maintenance of donor records and help plan and evaluate potential migration to a new CRM system.
* With other staff and volunteers, plan small donor cultivation events throughout the year and leverage existing Association engagement and recreation events to identify new prospects, engage donors, and advance development goals.
* Manage the Development Committee and work to actively engage them as effective partners in fundraising and member recruitment.
* Develop systems and procedures for data management for all fundraising programs including memberships, annual, major and planned giving, special campaigns and building an endowment. Prepare fundraising reports as needed.
* Provide research on and administrative support to the organizations grant writing function primarily conducted by program staff and occasionally write grants as needed.
* Oversee coordination with the Bookkeeper to reconcile and audit gifts and grants.

Engagement

* Provide strategic oversight to the Outreach Program and supervise the Outreach Manager who develops and implements communications that will engage the organization’s key constituencies and advance development goals.
* With all staff, help develop and implement organizational marketing strategies amongst our variable constituencies to increase the profile of the organization and reinforce our brand profile.
* Ensure that organizational design and communications standards and branding are being consistently implemented to maximum effect and with the Outreach Manager, are evaluated and updated as needed.

***Skills and Experience***

As the lead development professional in the organization, the successful applicant will be a proven development generalist with a strong foundation in major donor cultivation, solicitation and stewardship, as well as annual appeal management and communications to key constituents. Applications from people of diverse backgrounds are strongly encouraged as The Association is committed to incorporating equity and justice throughout our programs, operations, staff and Board. Specific skills that will lead to your success in this role include:

* Significant experience demonstrating increasing levels of responsibility across a variety of development disciplines with emphasis on major donors and annual appeal.
* Strong supervisory, mentorship and motivational skills for a development and outreach team of 3-4 FTE’s and several volunteers.
* Strong writing and organizational skills and the ability to help the Association tailor all of its communications vehicles for maximum impact.
* Excellent interpersonal communication skills, including the ability to effectively represent the Association’s value in conversation with donors and the general public, and a comfort level with face-to-face solicitation individually and as a part of a team.
* Ability to serve as a trusted strategist and translate strategies into actionable workplans that prioritize limited resources and orchestrate the roles of multiple staff and volunteers.
* Strong project management skills including ability to monitor progress against a workplan and manage and motivate multiple project participants.
* Strong computer and technology skills in the MS Office Suite and Donor Management/CRM systems.
* Ability to determine the best approaches to analyze and segment giving data, and leverage that data through creation of mail, email and social media campaigns.
* Experience and interest in working with people from diverse backgrounds and experiences.
* A personal passion for the natural world and interest in the mission of the organization.

***Hours, Schedule, and Compensation***

This is a full-time position with a salary commensurate with your abilities in the $80’s. Benefits include generous paid time off, health insurance, HSA and a retirement plan. Schedule is flexible but requires some evening and occasional weekend work.

***Application Procedure***

To apply, send a resume, along with a cover letter explaining how the position would complement your career goals and how your talents and experience would help advance the Association. Resumes will be accepted until the position is filled. The most recent posting will be maintained at www.ipswichriver.org and will be removed promptly once the position is filled. Apply to Executive Director Wayne Castonguay at: [wcastonguay@ipswichriver.org](mailto:wcastonguay@ipswichriver.org). Ipswich River is an equal opportunity employer.