Senior Development Officer

About the Center for Land-Based Learning
The mission of the Center for Land-Based Learning is to inspire, educate, and cultivate future generations of farmers, agricultural leaders and natural resource stewards. We achieve this mission by providing experiential education programs for high school students (the SLEWS, Caring for our Watersheds, and FARMS Leadership Programs) and a beginning farmer training and development program (the California Farm Academy). These model programs provide hands-on experiences through which participants develop leadership skills and create connections to environmental, agricultural, and food system careers. Our programs span 29 California counties and reach over 2,000 people each year.

Job Summary
The Center for Land-Based Learning is seeking a full-time Senior Development Officer to head the ongoing fundraising, operational and programmatic needs of the Development Department, and to oversee and coordinate external communications and events. This position reports to the Director of Operations and works closely with the Executive Director and the Board of Directors to identify and solicit unrestricted and program-specific funds that support CLBL’s mission. They are responsible for prospect identification, cultivation, solicitation and stewardship of CLBL’s donors, as well as overseeing implementation of a variety of fundraising and outreach events. The Senior Development Officer fosters a culture of philanthropy within the organization, engaging board, staff and volunteers. The Officer oversees three staff that help implement the development and outreach functions of the position. In addition, they are part of CLBL’s management team, helping to drive the strategic direction of the organization and implement Board directives.

The position will be based out of the Center for Land-Based Learning’s office at 40140 Best Ranch Road, Woodland, CA.

Responsibilities
Job duties include, but are not limited to:

Fund Development (65%)
- **Prospect Research:** Maintain and add to CLBL’s database of donors by actively seeking and identifying potential individual, foundation, and corporate donors.
- **Cultivation:** Build relationships with potential new donors, developing and implementing touch points and strategies for engagement with CLBL’s programs and activities.
- **Solicitation:** Actively manage a portfolio of major gift prospects ($1,000 to $100,000) and solicit major gifts from individuals, foundations, and corporations. Work closely with the Board of Directors to identify key opportunities and contacts as well as provide direction and assistance to individual Board members in the donor solicitation process.
- **Donor Stewardship:** Foster and build relationships with ongoing capital campaign and annual fund donors through targeted communication, special events, program updates and other activities, as needed.
- **Grant Oversight:** Oversee and collaborate with the Grants and Contracts Manager in the writing and preparation of grant proposals, particularly those that pertain to organizational capacity, and assist with identification of potential grants, as well as meeting reporting deadlines.
- **Annual Fund:** Working with the Development staff, coordinate publication and distribution of the organization’s Annual Appeal mailer and related activities. Manage and grow (in numbers, donors and funds raised) year over year, CLBL’s annual fund.
• **Event Planning and Implementation**: Oversee the design, planning and implementation of a variety of fundraising and outreach events and activities in cooperation with the Communication and Events Manager. This includes securing financial sponsorships, coordinating ticket sales, and overseeing event logistics and publication of materials. Work with the Board of Directors and the Executive Director to identify additional strategic and timely fundraising and outreach opportunities for the organization as they arise.

• **Big Day of Giving**: In coordination with the Communications and Events Manager, manage activities related to CLBL’s participation in the Sacramento Region Community Foundation’s annual Big Day of Giving.

• **Board Engagement**: Work with the Executive Director to develop a robust culture of philanthropy within the board. Act as the staff liaison for the Board’s Fund Development committee.

• **Executive Director Support**: provide support to the ED in managing their portfolio of major gift solicitations.

• **Budget**: Develop and manage annual Development and Communications budget.

**Communications and Outreach (20%)**

• Work with CLBL management team and members of the Board to set a strategic direction for the organization’s external communications

• Support the success of the external communications plan by coordinating and overseeing Development staff in the development of outreach and press materials, and at times, external consultants.

• Supervise CLBL’s Social Media presence (FB, IG, and Twitter) including content and calendar.

• Oversee and approve content creation and delivery of;
  - Public media materials, including press releases and other support for press events, and engaging in other strategic activities to expose the public to CLBL
  - Documents such as fundraising brochures and letters, other marketing materials, annual reports
  - Print materials and multi-media presentations to generate interest and support in existing and new markets

**Supervision and Project Management (15%)**

• Provide direction for daily, weekly and monthly work tasks for Development Team (2 Managers and 1 Associate)

• Supervise external contractors as needed

• Provide strategic direction for long term projects

• Prepare and execute annual staff performance reviews, set goals and track progress

**Qualifications**

The ideal candidate will have an interest in agriculture, conservation, and education and be passionate about the mission and work of CLBL. In addition, they will possess the following experience, skills and personal attributes:

• Bachelor’s Degree

• A minimum of five years successful experience in related field, with an emphasis on donor relations, major gifts, and annual fund.

• Knowledge of, experience in, and commitment to the full donor cycle including prospecting, cultivation, and stewardship.

• The ability to effectively engage, guide, support, and provide leadership to Board members, staff and volunteers in fundraising activities.

• A solid sales and/or solicitation track record with effective closing skills and a persuasive ability to encourage philanthropic behavior.

• Demonstrated experience in event planning and implementation.

• A working knowledge of the Sacramento/Central Valley and Bay Area region’s philanthropic community.

• A self-starter who is able to work independently as well as be part of a team and is driven to succeed.
• Excellent interpersonal, relationship and team building skills.
• Social Media savvy, the more the better.
• Strong oral and written communication skills.
• Strong computer skills, specifically in Microsoft applications (Word, Excel, Outlook and Powerpoint), as well as familiarity with the Google Cloud Platform, and CRM applications.
• Ability to travel extensively within the region, as well as locations throughout California. Candidate will need to use personal vehicle for local travel (mileage reimbursement). A rental car is provided for trips over 200 miles.
• Flexibility to work evenings and weekends as required.

**Hours, Benefits, and Compensation**
The Director position is full time, exempt. Salary range $75,000 - $85,000 per year plus medical and dental benefits; vacation, sick and holidays.

**To Apply**
Priority review of applications will begin on October 26th, 2020, and will continue until the position is filled. Send cover letter, resume, and one fundraising related writing sample to:

Mary Kimball, Executive Director
mary@landbasedlearning.org