



## Philanthropy Director

Conservation Trust for North Carolina (CTNC) seeks candidates for the position of Philanthropy Director. Applications will be accepted until April 30, 2019 or until position is filled.

**Position Summary:** Conservation Trust for North Carolina (CTNC), a statewide conservation organization based in Raleigh, seeks a highly motivated candidate who reports to the Executive Director and is responsible for raising \$1.2M in operational funding while simultaneously improving existing procedures and processes within the Philanthropy area with a focus on growing major gifts and planned giving. This is an opportunity to bring a diversity of professional fundraising skills together to build the foundation for improved philanthropy at CTNC. The next Director will continue implementing recommendations from a development audit conducted 2 years ago towards providing a stable source of contributed revenue, with about 80% of that derived from individuals.

This is an exciting and pivotal time for a Philanthropy Director to be at the helm of CTNC, to build financial capacity and move the organization assertively into its next phase as it implements a newly-adopted five-year strategic plan. The plan focuses on climate resilience, community-based conservation efforts, and diversity, equity, and inclusion as these relate to conserving land for just communities across North Carolina. Fundraising success over the coming three to five years will play a critical role in creating the operational base to achieve the organization's ambitions. A strategic, dynamic fundraiser will find this an excellent opportunity to raise the bar of fundraising success and to have a positive impact on North Carolina's landscapes and people that will last for generations.

**CTNC's Commitment to Diversity and Inclusion in the Workplace:** Conservation Trust for North Carolina values diversity in all its many forms: diversity of demographic identity, experience, and thought. We seek to create an inclusive work culture where all staff and board members are valued for the diversity they bring to the organization.

Conservation Trust for North Carolina is committed to conserving land in ways that inspire and enable people to build resilient, just communities. We commit to using our institutional power and influence to push for systemic change where all people – regardless of race – share in the benefits of land conservation. At the personal level, we call upon all staff and board members to commit to ongoing learning about racial oppression and ongoing efforts to realize racial equity in conservation. To do this, we're committed to our own process of transformation by operationalizing and holding ourselves accountable to leading with values instead of outcomes. We will be flexible and nimble in our approaches to our work. We will measure our success by how well we live up to our values and how much we change the future through applying those values to conservation actions.

### **Essential Duties Include:**

#### *Philanthropy*

- Raise \$1.2 million in contributed revenue from individuals and foundations.
- Provide visionary, strategic and operational leadership for all fundraising activities.
- Create, implement, monitor and evaluate an ambitious, diversified, written development plan and calendar with clearly defined goals, objectives, timelines and assignment of responsibilities.
- Develop strategies to continue cultivation, solicitation and stewardship of individual, foundation and corporate gifts.
- Develop and market a robust planned giving program.
- Increase membership in CTNC's major donor giving societies and work strategically to move all donors into higher levels of commitment, while building an improved prospect pipeline that diversifies the donor base by geography, age and ethnicity.
- Identify a "top 50" prospect list for major and planned gifts of \$10,000 and more. Assign staff and



Board members “top 50” contacts and maintain a personal portfolio representing the majority of these prospects. Ensure proper follow-through.

- Create, manage and monitor an annual development program budget.

#### *Leadership and Management*

- Provide staff leadership for the Development Committee of the Board and prepare concise, accurate, and timely reports for the Executive Director and Board on progress towards fundraising goals.
- Seek ways to maximize the Board’s personal giving and participation in fundraising.
- Serve as an active and collaborative member of the Executive Director’s leadership team.
- Motivate, supervise, evaluate and mentor development staff (Philanthropy Associate & Database Manager). Create a supportive, collaborative, productive and healthy work environment based on respect, teamwork and clear expectations and responsibilities.
- Collaborate with the Communications & Marketing Director to ensure that development and marketing materials have a unified and consistent message and look. This includes, but is not limited to, fundraising materials, annual reports, newsletters, web pages, presentations and proposals.
- Train, mentor and support colleagues and Board members in their fundraising activities.

#### *Administrative and Professional Advancement*

- Oversee and evaluate all processes and procedures related to fundraising including stewardship activities (donor database, acknowledgements, and recognition), gift acceptance policies and contributions management.
- Stay current on fundraising trends and innovations; provide or secure fundraising training as needed for the Board and other volunteers; and ensure development staff members receive the professional training and resources needed (within budget constraints) to stay current in their fields and productive at work.
- Be a passionate and informed advocate for CTNC and serve as one of its key spokespersons, actively seeking opportunities to participate in events that position the organization for improved fundraising or visibility.
- Develop a thorough knowledge of CTNC’s history, programs and major milestones, and the key leaders, volunteers and donors who have contributed to its success.
- Engage in an initial racial equity training as well as ongoing learning related to the intersection of land conservation and racial equity throughout North Carolina’s history.
- Occasional travel across the state will be required.

#### **Education and Experience**

- Bachelor’s degree required.
- 5+ years of professional experience leading a nonprofit fundraising program.
- A proven record of success achieving or exceeding ambitious revenue targets in a highly competitive environment, as well as creating new and/or reinvigorating existing programs.
- Experience with environmental, conservation or social justice organizations a plus.
- Experience fundraising within a large region or entire state a plus.

#### **Essentials Skills and Competencies**

- Smart, assertive, and skilled in the full range of fundraising activities including major gifts (\$5,000+), annual gifts, membership, sponsorship, grants, special events, capital, and planned giving.
- Ability to influence, build, and sustain long-term relationships with a wide range of donors and key stakeholders.
- Excellent written and oral communication skills.
- Proven success identifying, writing, and managing grants.
- Experience and proficiency using a donor database (preferably Raisers Edge NXT).
- Exceptional planning and organizational skills. Goal, results and detail-oriented with the ability to set and meet deadlines. Able to construct, articulate, implement and evaluate written fundraising plans



and budgets.

- Successful, collaborative supervisor who is able to build a strong team and a creative, healthy work environment. Must be willing to make tough decisions when necessary.

#### **Desired Attributes**

- Commitment to diversity and a history of working effectively with all people irrespective of their economic status, race, ethnicity, gender, educational level or sexual orientation.
- Diplomatic and trusted by donors, colleagues, board members and peer organizations.
- Innovative manager who encourages new ideas and creativity.
- Eager and skilled networker who enjoys getting out into the community, attending events and participating in civic groups and activities to position the organization for success.
- Flexible and adaptable work style with the ability to work some nights and weekends, manage competing demands and work independently without close oversight.
- Sense of humor, confident self-starter.
- Passion and commitment for CTNC's mission and its importance to the people of North Carolina.
- Knowledge of natural resource conservation and an appreciation for the outdoors a plus.

#### **Compensation and Benefits**

Salary Range: Starting at \$70,000 and commensurate with experience and abilities. Current benefits include health insurance, HSA contribution, 403(b) match, long-term disability, 9 paid holidays plus 3 floating holidays, as well as vacation, sick, and personal paid leave.

**To apply:** Submit one document that includes your cover letter (providing your salary requirements, relevant professional and personal experience, and how you learned about the position), resume and three references and send via email to:

Chris Canfield  
Executive Director  
Conservation Trust for North Carolina  
hr@ctnc.org

**Applications will be accepted until April 30, 2019 or until the position is filled.** Writing samples and/or a short presentation may be required from finalists. Academic, credit and criminal checks will be conducted before a final offer is made.

*Conservation Trust for North Carolina is an Equal Opportunity Employer and values diversity of all kinds in its workforce. CTNC prohibits any discrimination in carrying on its mission on the basis of race, color, religion, sex, age, national or ethnic origin, disability, sexual orientation or marital status. This includes all programs, projects, events and any other related activity sponsored by CTNC.*