

Connecticut's Beardsley Zoo

**Job Title: Director, Development & Marketing**

Reports To: Zoo Director

FLSA Status: Exempt – Full Time

Salary Range \$85,000-\$90,000

**SUMMARY:**

The Director of Development and Marketing develops comprehensive fundraising and marketing plans and objectives with targeted goals, quantifiable outcomes, and timelines.

This position provides oversight for development programs and events, including major gifts, planned giving, grants, annual giving, and capital fundraising campaigns. This position serves as a member of the Zoo's leadership team, supporting the Director and Board of Directors, assisting with executing the Zoo's strategic and operating plans, goals, and budgets, and ensuring fundraising and revenue generation align with its mission.

This position advances Connecticut's Beardsley Zoo's mission and goals by assisting the organization in reaching its revenue goals through marketing, promotions, and advertising. The position is also responsible for developing, directing, and maintaining the implementation and execution of various marketing campaigns. This individual has marketing budget responsibilities, driven towards organizational-wide goals and must be a confident and influential collaborator and communicator.

**ESSENTIAL DUTIES AND RESPONSIBILITIES: DEVELOPMENT**

**Donor Strategy, Relationship Management, and Solicitation**

Manage a portfolio of donor prospects and lead efforts to develop and implement cultivation, solicitation, and stewardship plans for each, ensuring plans are complete, strategic, sustainable, and effective.

**Direct activities include:**

- Ensure prospective donors have opportunities to engage with the Zoo in an innovative and meaningful way
- Create and lead efforts around cultivation, solicitation & stewardship events, visits, calls, letters, etc.
- Devise and implement a comprehensive strategy to solicit prospects based on their experiences with, and interest in, the Zoo, and their giving capacity
- Educate and engage key members of Zoo leadership to ensure successful and impactful participation in donor activities
- Achieve activity (calls, meetings, solicitations per month) and financial goals created on an annual basis
- Develop strategic funding requests based on immediate needs and long-term funding goals of the Zoo
- Engage, prepare, and support Board members in their ambassadorship on behalf of the Zoo as necessary to carry out strategies

- Work with the Director to identify opportunities and implement strategies to educate current and prospective donors about planned giving opportunities and solicit their participation
- Identify new prospects from a variety of sources, including donor lists, prospect screening information, local publications, and conversations with existing donors and Board of Directors
- Identify current annual donors who can make major gifts; design and implement appropriate strategies
- Generate and conduct effective and engaging in-person presentations to high-level audiences in support of Zoo projects and programs
- Develop/prepare materials – including letters, proposals, meeting prep, stewardship reports, etc. – to support development strategies
- Ensure consistent and timely communication throughout Zoo Leadership Team, among Zoo staff as appropriate, and with the Board of Directors regarding prospect and donor contact and activity
- Manage a team of direct reports
- Meet deadlines in a fast-paced, multi-task environment
- Build and maintain excellent relationships with a diverse culture, both with employees and business contacts

## **ESSENTIAL DUTIES AND RESPONSIBILITIES: MARKETING**

### **Create, Coordinate, and Execute**

Assess and create Zoo's marketing plan and marketing strategy. Reach Zoo revenue goals through planning, coordinating and directing those efforts.

### **Direct activities include:**

- Oversee development, implementation, and evaluation of a comprehensive marketing plan
- Develop campaigns to highlight Zoo's programming and initiatives, such as new exhibits, special events, education programs, conservation initiatives, and more
- Manage creative marketing partnership with all Zoo internal departments providing a variety of marketing consulting and program development throughout the year
- Establishes timelines and data tracking of marketing initiatives
- Facilitate external communication
- Liaison for outside media and advertising agency
- Oversees and evaluates marketing spending
- Assists with quality control of written and print materials
- Assists social media team
- Develops initiatives to growing Zoo's marketing and reach

### **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and ability required.

- Knowledge of cultivation, solicitation, stewardship strategies, and techniques in fundraising and annual funds
- History of cultivating and securing major gifts
- Knowledge of the philanthropic community in Connecticut
- Possess creative, innovative, and strategic-thinking abilities
- Ability to work independently and as a team member

- Ability to manage direct reports.
- Strong project management skills
- Excellent collaboration and organization skills, written and oral communication skills, attention to detail, and ability to prioritize tasks.
- A bachelor's degree
- Minimum of ten years proven and measurable experience in developing and implementing a wide variety of fundraising and/or marketing programs preferably in zoos or non-profit setting (or a comparably complex organization)
- Competence in MS Office; experience with Bloomerang preferred
- Valid Connecticut State driver license

**Physical Demands, Work Environment and Schedule:**

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job.

- While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel or crouch, talk and hear. The employee frequently is required to stand, walk, and sit. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- This position is mostly located in an office environment, but may require outside engagement on zoo grounds, being in close proximity to zoo animal life and outside climate conditions
- The zoo is open year-round, 362 days a year. The ability to work occasional special events including evenings and weekends is required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please email resumes to [jsummers@beardsleyzoo.org](mailto:jsummers@beardsleyzoo.org) with JOB TITLE in SUBJECT LINE.

Connecticut's Beardsley Zoo offers competitive benefits, including 403(b), medical, vision and company paid dental, life and disability.

We are an Equal Opportunity and Affirmative Action Employer. All qualified applicants, including minorities, women, protected veterans, and individuals with disabilities are encouraged to apply.