



Position Description Director of Development

Westchester Parks Foundation invests in, advocates for, and enhances the over 50 parks of the Westchester County Parks system.

Reporting to the Deputy Executive Director, the Director of Development is responsible for creating and implementing WPF's fundraising strategy, primarily as it relates to individuals, major gifts, yearly appeals, and donor research and cultivation. The Director will be an experienced Development professional tasked with expanding a growing philanthropy program. The Director is expected to play an active role in growing WPF's income and donor base, strengthening the overall donor pipeline, and raising the profile of the WPF through well-planned, innovative messaging, fundraising events and appeals.

Responsibilities:

- Work with the Executive Director, Deputy Executive Director, and board Development Committee to refine and execute the Individual Giving strategy of the organization, in order to meet short- and long-term revenue goals.
- Focus on continuing a successful individual giving program, including multichannel strategies for income generation in Individual Giving (i.e. monthly giving program, online giving initiatives, additional giving appeals, frequent meet-and-greets).
- Manage the planning of frequent cultivation events, meetings, and smaller fundraising events and at least one major fundraiser per year.
- Manage annual Individual Giving solicitations, including yearly appeals in letter and/or digital formats, from concept to design, printing and mailing, for different segments of our donor pool.
- Identify, cultivate and solicit individuals for general operating support, event sponsorship, volunteer programs, and/or publicity.
- Execute strategy for adding planned giving opportunities into the individual giving program.
- Maintain accurate and up to date donor prospect lists of individuals and engage those individuals in regular communication.
- Develop and manage an effective donor retention strategy.
- Lead efforts to identify and solicit corporate donors for sponsorships, in partnership with program leads, Executive Director and Deputy Executive Director.
- Provide strategy on appropriate mailings and other forms of donor outreach.
- Contribute to donor and general information kits for events and meetings.
- Oversee all aspects of gift administration, including receipting, acknowledgements and stewardship efforts.
- Perform other related duties in accordance with instructions from Executive Director and Deputy Executive Director.
- Coordinate volunteer and board participants on various committees (Gala, Development) and initiatives (Stewardship and Cultivation Events).
- Manage a full time Development Coordinator, and provide overall supervision to the annual giving program including direct mail, social media, event planning and other responsibilities.

QUALIFICATIONS

- Education
 - Bachelor's degree required.

- Professional Experience
 - 3-4 years of demonstrated development and fundraising experience.
 - Strong understanding of the not-for-profit sector and the fundraising landscape.
 - Experience planning and executing large and small fundraising events.
 - Microsoft Office experience and knowledge of fundraising software. Knowledge of Bloomerang a plus.
 - Passion for the mission of Westchester Parks Foundation and knowledge of conservation/recreation issues a plus.
 - Prior management experience a plus.

- Organizational Skills
 - Impeccable verbal/written communication skills.
 - Comfort in speaking with donors of all levels and in a public setting to an audience.
 - Ability to handle a variety of responsibilities simultaneously and to set priorities in order to complete assignments in an efficient, accurate and timely manner.
 - Comfort in working in a team oriented, consensus driven environment.
 - Experience working efficiently and effectively under tight deadlines.

- Personal Qualities
 - Positive, professional and accommodating attitude.
 - Ability to present well and interact with all levels of staff and board members.
 - Comfort working in a small team environment.

- Ability to occasionally work flexible hours, including some evening and weekend requirements and represent Westchester Parks Foundation at local area events.

COMPENSATION

Salary range of \$85,000-95,000 and commensurate with experience, including medical, dental, vision benefits and 403(b) plan. Three weeks' annual paid vacation. Position is full time (40 hours/week) and will include some evening and weekend requirements. Subject to annual review and evaluation by the Executive Director and Executive Committee of the Board of Trustees. Probationary period of not less than three (3) months and ending after no more than six (6) months upon successful completion.

To apply, send cover letter, resume, and three (3) professional references to Christine La Porta, Deputy Executive Director at christine@thewpf.org. References will not be contacted without prior approval. No phone calls or office visits, please.