

Watsonville Wetlands Watch Job Announcement

Development Director

January, 2012

Background/Mission: Watsonville Wetlands Watch is a dynamic, growing organization which seeks an experienced, skilled development professional who can provide leadership as we move toward fiscal sustainability. Watsonville Wetlands Watch is currently engaged in a five year strategic plan which will map out the fundraising goals and objectives for our programs, our board, and the organization.

WWW is a community supported non-profit, located in Watsonville, with the mission to restore and protect the wetlands of the Pajaro Valley while educating the community and its youth about their importance.

Primary Responsibilities: The Development Director will work in partnership with the Board of Directors and staff to carry out the objectives of the WWW Fund Development Plan and implement and lead the fundraising activities of the organization. This position is three-quarters (75%) time and comes with pro-rated medical and dental insurance.

The duties and responsibilities of the Development Director include:

Fundraising: Significantly increase funding to WWW from all sources by implementing the financial goals of the strategic plan and development plan; identifying new sources of funding, recruiting new donors while retaining and upgrading existing donors; implementing a membership program with a form of dues structure; utilizing WWW's donor database to make strategic and creative approaches to increased giving; write and oversee Spring and End of the Year appeals. In collaboration with the Business Outreach Committee, build and expand our corporate giving program, implement a planned giving program per our fundraising timeline; work with grant writer to oversee grants management program.

Outreach: In collaboration with Outreach Committee, plan and execute special events and strategically focus outreach efforts to maximize fundraising efforts.

Communications: Identify and/or create promotional methods and materials, skillfully and positively communicate with board, staff, funders, media, public; oversee fundraising aspects of website, increase WWW's exposure to revenue derived from social media networks.

Compensation: This position is 3/4s time. Salary range is \$60,000 - \$67,500 based on skills and experience. Medical and dental benefits are offered on a pro-rated basis.

Contact Information: To apply, please send resume to info@watsonvillewetlandswatch.org. Position is open until filled. No phone calls please. For additional information about Watsonville Wetlands Watch, please visit our website www.watsonvillewetlandswatch.org