



Development Director

About the Ridge Trail

Can you imagine what it would have been like to be part of the team that built Yosemite or blazed the Pacific Crest Trail? Well, here's your chance to be a modern-day John Muir and leave a natural legacy for generations to enjoy. The Bay Area Ridge Trail will be a 550-mile connected loop on the ridges surrounding our bays. Today, there are 380 miles open and ready to explore by foot, bike or horse. The Ridge Trail Council works every day to create solutions that will connect this visionary loop!

The Ridge Trail Council has been experiencing growth the past four years and with your involvement, we can bring the Ridge Trail Council to next level. We will rouse the support needed to connect an urban community to nearby nature, complete a long-distance trail, and provide the trail with the care and attention it needs to be sustainable.

Celebrating 30 years, the Ridge Trail Council has successfully connected 75 different park and open space partners. We provide a natural oasis in a bustling urban setting and connect people to the land and to each other through time spent on the trail. To learn more about our mission and current projects, see our website at ridgetrail.org

Position Overview:

Working in partnership with the Executive Director, the Development Director is responsible for leading all fundraising activities including annual giving, individual major gifts, foundation and corporate giving, government grants, events and planned giving.

This is a full-time exempt position and is an exciting opportunity for someone who is interested in a career in nonprofit fundraising. The office is currently located in the beautiful San Francisco Presidio and is served by a free shuttle to/from the Embarcadero BART and Transbay Terminal. An office location change is possible; a central location with good access via public transit would be a priority. Flexible hours, remote work and/or less than full-time are also possible.

Primary Responsibilities:

- Plan and manage annual fund program with the help of a direct marketing consultant including renewal, appeals and acquisition.
- Track and analyze results and recommend and implement changes to optimize results.
- Plan, build and execute the major donor and planned giving moves management program.

- Oversee gift processing and data base management in Salesforce and work with Operations/Development staff to ensure smooth record keeping and donor acknowledgement.
- Maintain the institutional giving calendar, monitor grants and prospect, prepare and submit funding requests and reports.
- Support and grow an agency membership program.
- Plan and manage donor cultivation outings and events. Support trail dedications, outings and stewardship events.
- Provide high-level guidance on electronic monthly newsletter and social media.
- Oversee printed newsletter and yearly impact report.
- Format and send mass emails through Campaign Monitor as needed.
- Develop and manage annual revenue and expense budgets for development activities.
- Provide staff support to the Board Development Committee and other volunteers on fundraising and donor cultivation.
- Refine case for giving and messaging for direct mail, print and outreach pieces, email, and social media.
- Oversee development infrastructure, processes, and policies including donor database, website, gift acceptance policies, etc.

Skills, Experience, Values:

- Bachelor's degree required.
- A love of trails and a deep desire to inspire that love in others!
- Entrepreneurial spirit, enthusiasm for the mission and a passion for trails and open space.
- Minimum of five years of development and fundraising experience, with demonstrated ability to cultivate, secure and steward donors, gifts and grants.
- Ability to think strategically, set priorities, and meet deadlines.
- Ability to maintain confidentiality.
- Excellent verbal and written communication skills, including ability to synthesize information and tailor messages to different audiences.
- Strong research and outstanding organizational skills.
- Excellent interpersonal skills including an ability to lead, motivate and collaborate with staff, board, and volunteers.
- High level of computer proficiency is a must; including Microsoft Office, database management (salesforce preferred) and social media. Adobe CC (Photoshop, InDesign) and WordPress knowledge a plus.
- Able to work on occasional evenings and weekends, travel in the Bay Area, have a California Driver's License and access to a motor vehicle.
- Able to hike or ride on rugged trails and lift 25 pounds.

Compensation:

The Council strives to pay competitive salaries within the nonprofit community and compensation is based on experience. Benefits include paid vacation, holidays, sick leave, and medical, dental and vision coverage and a 401k plan.

To apply, please provide:

The Council is an equal opportunity employer and committed to a diverse team. To apply, please send a one-page cover letter, salary requirements, brief resume and a writing sample to careers-dev@ridgetrail.org and indicate "Development Director" in the subject line.