



*February 10, 2026*

## Development Manager

### THE OPPORTUNITY

Are you passionate about trails and ready to help build the next National Scenic Trail, creating a legacy for future generations? Are you an experienced nonprofit development professional ready to grow your skills across all aspects of fundraising—from grassroots campaigns to major gifts?

The Ridge Trail Council seeks a strategic and detail-oriented Development Manager. This role offers significant responsibility, independence, and the opportunity to help shape our fundraising program.

### THE ORGANIZATION

The Ridge Trail Council plans, promotes, and sustains a connected hiking, cycling, and equestrian trail on the ridgelines around San Francisco Bay – linking people, parks, and open space for today and future generations. We're over two-thirds complete, with 400+ miles of the ultimate 550-mile loop now open.

The Council is a stable 35+ year nonprofit with a professional staff, engaged Board of Directors, and extensive member and volunteer base. Our office is in a beautiful west Berkeley co-working space.

### POSITION SUMMARY

The Development Manager leads execution and refinement of Ridge Trail's fundraising and membership programs in partnership with the Development Director. This position combines hands-on campaign management with donor relationship-building and program innovation, collaborating with database, operations, and team members to achieve ambitious revenue goals. This is a full-time exempt position reporting to the Development Director.

### RESPONSIBILITIES

#### Annual Fund & Campaign Management

- Lead annual membership campaign in partnership with the Development Director, overseeing direct mail and email fundraising, agency membership, and legacy giving initiatives.
- Track and analyze campaign performance; recommend and implement strategies for improvement.
- Manage fundraising components for annual events, including peer-to-peer campaigns.
- Research and introduce new giving mechanisms and trends.

#### Donor Stewardship & Major Gift Support

- Plan and execute donor recognition events, including bi-annual major donor appreciation events and semi-monthly trail outings.
- Steward existing Legacy donors and expand outreach to prospective estate gift donors.

- Conduct donor and prospect research using online tools; create and maintain profiles and prospect lists.
- Provide administrative support for the leadership team in cultivating major donor relationships.

#### Salesforce & Database Management

- Maintain accurate donor records in Salesforce, including updates, gift entry, tracking, and reporting.
- Manage donor tiers and major donor reclassifications.
- Collaborate with Salesforce Database Administrator to ensure data accuracy, donor segmentation, and refined reporting and dashboards.
- Audit and streamline donor communication preferences.
- Support grant management tracking and Salesforce integration.

#### Digital Giving & Communications

- Create and manage online giving campaigns using donor platform tools.
- Design, update, and simplify donor communications, including reply devices, website giving pages, and planned giving materials.
- Collaborate with communications and events staff on donor merchandise, member gifts, and premium fulfillment.

#### Donor Relations & Gift Processing

- Manage all physical gift processing, including regular bank deposits and gift entry for check-based contributions.
- Issue acknowledgment letters and fulfill donor and sponsor benefits.
- Partner with Salesforce Database Administrator (who manages digital gift processing) to maintain data accuracy and coordinated donor communications.
- Provide exceptional stewardship and responsive service to members and donors across all channels—in-person, phone, email, and mail.

#### REQUIRED EXPERIENCE, SKILLS, AND VALUES

- Bachelor's degree in nonprofit management, communications, marketing, business, or related field.
- 4-6 years of progressive experience in nonprofit fundraising and development, with demonstrated success in donor cultivation, campaign management, and database administration.
- Outstanding organizational skills with proven ability to manage multiple fundraising initiatives simultaneously and meet competing deadlines with minimal supervision.
- Excellent written and verbal communication skills, with strong relationship-building abilities across diverse stakeholders.
- Strategic and collaborative approach to development operations, with ability to contribute innovative ideas and process improvements.
- Experience working effectively on a small team while exercising independent judgment; ability to excel in a remote work environment.
- Proficiency with Salesforce or similar CRM/database systems.
- Proficiency with Google Workspace and Microsoft Office.
- Experience with online fundraising platforms and email marketing tools (GoFundMe Pro, Campaign Monitor, or similar).
- Valid California Driver's License and access to a vehicle for donor events and outings.

#### DESIRED QUALIFICATIONS

- Experience with major gift fundraising and/or planned giving programs.

- Experience mentoring or training staff and/or volunteers.
- CFRE (Certified Fund Raising Executive) certification or pursuing certification.
- Familiarity with Bay Area philanthropic and environmental funding communities.

#### WORK ENVIRONMENT

This position operates in a professional office environment using standard equipment. Work can be entirely in-office, if desired, or it can be partially remote. However, it requires at least 1-2 flexible (or partial) days in the Berkeley office per week. Some evening and weekend work is required for donor events and staff outings at various Bay Area locations.

#### PHYSICAL DEMANDS

The employee is regularly required to talk, hear, and sit or stand at a desk/computer terminal for extended periods. Occasional requirements include transporting materials up to 25 pounds, attending outdoor events in varying weather conditions, and traversing uneven terrain, including walking up to 5 miles per outing on natural surface trails.

#### COMPENSATION

The Council offers competitive nonprofit sector salaries. Benefits include paid vacation, holidays, sick leave, an organizational rest week, medical/dental/vision coverage, and 401(k). Salary range: \$72,000-\$85,000, based on experience.

#### TO APPLY

The Ridge Trail Council is an equal opportunity employer committed to building a diverse team. We seek a development professional ready to grow with us and make a lasting impact on the Bay Area's outdoor recreation infrastructure.

Apply via a google form at [www.ridgetrail.org/apply](http://www.ridgetrail.org/apply) and include your resume, along with a cover letter addressing your experience, interest in this role, and salary expectations.

The position is open until filled. Please apply by March 15th. Learn more at [www.ridgetrail.org](http://www.ridgetrail.org).