**Director of Philanthropy & Marketing**

**Indian River Land Trust**

**Vero Beach, FL**

**Organizational Overview**

First established in 1990 to save McKee Botanical Garden, in 2009 the Indian River Land Trust began working to protect the Land that Protects the Lagoon. The Land Trust promotes the conservation of the Indian River Lagoon for the residents of Indian River County by preserving habitat, protecting the scenic waterfront and providing access for public recreation and education.

The mission of the Indian River Land Trust is to promote the preservation, conservation and improvement of natural resources and special places in Indian River County, Florida for the benefit of the general public and future generations. Protected land provides important public benefits including the opportunity for residents to learn about and enjoy the natural environment and take advantage of our protected waterways to enjoy boating, fishing, and an abundant marine life.

**Position Summary**

The Director of Philanthropy & Marketing (DPM) is responsible for building, implementing and sustaining a diverse and robust fundraising plan to meet the Indian River Land Trust's annual operating budget. This position is also responsible for developing and implementing strategies to support capital fundraising needs, planned giving, building financial reserves, and creating support at all levels with the Board, volunteers, key stakeholders and staff to achieve fundraising goals.

The Director of Philanthropy & Marketing is responsible for planning and implementing strategies and practices that identify, cultivate, solicit and steward existing and prospective donors. The DPM will adhere to best practices and ensure that proper fundraising policies and procedures are implemented and followed.

**Key Position Objectives**

In addition to the ongoing job responsibilities, the Director of Philanthropy & Marketing will be expected to plan for and achieve the following:

• Help maintain and enhance a “Fundraising Culture” throughout IRLT that promotes relationships and opportunities to enhance fundraising efforts with staff, volunteers, board, and the community. Promote an environment that fosters and empowers staff and volunteers to actively participate in the philanthropic process through engagement and managing key relationships.

• Continue to build a donor-centric philosophy where donors feel trust and engaged with IRLT and understand the impact of their investments. Lead good stewardship practices and personalized cultivation and solicitation.

• Create and execute a comprehensive philanthropy strategy and annual plan that promotes mission achievement and financial sustainability. Help move IRLT to the forefront of donor and prospective donor’s minds for charitable giving and investment.

• Support the fundraising strategies and goals of the organization through the development, creation and utilization of marketing and promotional efforts that highlight IRLT in the local and national markets.

**Director of Philanthropy & Marketing**

**Indian River Land Trust**

**Vero Beach, FL**

**Position Responsibilities**

The Director of Philanthropy & Marketing oversees the public relations of the organization and will represent the Land Trust to various external constituencies, including the press and civic organizations. The DPM will develop and implement all aspects of membership, events, sponsorship outreach, major gift planning/solicitation, campaign design, and marketing for the organization, including messaging, printed materials, and public communication. The DPM will work closely with the Executive Director and Board of Directors in implementing these initiatives. Responsible for leading and managing a development and fundraising team, the DPM will promote a positive and collaborative work environment that supports creativity, excellence, and helps build long-term financial sustainability for IRLT.

**Principal Duties and Responsibilities**

Major duties/responsibilities and estimated percentage of time spent on each:

**% Time Major Duties & Responsibilities**

1. 30% Major gift outreach and fundraising (including planning, implementation and follow up for capital campaigns and planned giving)

2. 25% Annual support development and stewardship

3. 25% Event implementation, including achieving sponsorship goals for annual benefit

4. 15% Marketing and communications (print, digital and social media)

5. 5% Board and committee support (incl. Marketing and Fundraising Committee, Campaign Cabinet, and event committees)

**Position Qualifications**

• At least 5 to 7 years of hands-on knowledge and a proven track record in nonprofit fund development and marketing. This will include experience and success in securing major gifts, annual funds, foundation grants, capital gifts, planned gifts, and other diverse sources of funding.

• The new Director of Philanthropy & Marketing will demonstrate strong leadership and management skills, be a self-starter and results-oriented, and be committed to working collaboratively as part of the Land Trust team. The DPM will be creative and flexible, with the ability to manage time/multiple tasks effectively.

• The Director of Philanthropy & Marketing must have the ability to build relationships and connect with donors on a professional level and be effective at sharing Land Trust stories in a compelling manner. The DPM should understand, support and advocate for the organization’s mission and vision.

• The Director of Philanthropy & Marketing must possess strong interpersonal skills, particularly regarding the judgment, discretion, confidentiality, and understanding necessary for dealing effectively with a diverse body of donors, volunteers, and vendors.

• Knowledge and understanding of Raiser’s Edge or another similar database program.

• A four-year undergraduate degree in marketing, communications or related field of study.

**Director of Philanthropy & Marketing**

**Indian River Land Trust**

**Vero Beach, FL**

**Cultural Compatibility**

The ideal Director of Philanthropy & Marketing candidate will demonstrate a commitment to and passion for working with a land conservation organization. They will share and support the mission, vision and values of the organization and be willing and able to adapt their personal and professional style as needed to integrate effectively as a leader and contributor to the ongoing growth and success of the organization. They will be a high-energy, positive thinking professional with a self-sustaining, individual motivation, a strong sense of purpose and a belief that they can make a difference.

**Professional Competencies**

**1. Motivation, Passion and Commitment**

Puts success of mission as primary driver above own interests; displays passion, vision and commitment; inspires dedication to the mission and performance excellence in others; articulates vision and provides motivation and mobilizes others to fulfill the vision; demonstrates persistence and resolve in overcoming obstacles and achieving mission objectives.

**2. Leadership**

Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions; inspires respect and trust; accepts feedback from others; provides vision/inspiration to peers and subordinates; gives quality recognition to others; displays passion/optimism; mobilizes others.

**3. Strategic Thinking**

Develops strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and similar organizations in the field; identifies external challenges and opportunities and adapts strategy to match.

**4. Problem Solving**

Identifies/resolves problems in a timely manner; gathers/analyzes information skillfully; develops alternative solutions; works well in group problem solving; uses reason when dealing with emotional topics.

**5. Interpersonal**

Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting;

keeps emotions under control; remains open to others' ideas and tries new things.

**6. Planning and Organizing**

Prioritizes/plans work activities; uses time efficiently; plans for needed resources; sets goals and objectives;

organizes/schedules other people and tasks; Develops realistic action plans.

*This position offers a strong compensation package including an attractive base salary and employee benefits program, as well as, relocation assistance for out-of-market candidates.*

**For immediate confidential consideration, please contact:**

**Mike Imperiale | Managing Partner**

**Mobile: 904-536-6666 | Email: Mike@SterlingSearchJax.com**

**Page 3**