

Organization Policy: Job Description	Date Issued: March 5, 2020 Date Revised: N/A	
Department/Function: Program & Fundraising	Reports To: Executive Director	Approved by: Executive Director
Job Title: Development & Communications Manager	FLSA Status: Salaried, Full-Time, Exempt	
Compensation: \$64,900 - \$84,900 dependent on experience	Benefits available after 90-day introductory period: Vision and dental insurance fully covered by CWC. \$400 monthly health insurance contribution from CWC, along with SIMPLE IRA retirement plan including CWC contributing 3% of salary. Job-related training opportunities, including a unique commitment to team-building and both professional and personal growth. CWC strives to be the very best place to work in Santa Cruz.	

Job Summary:

Reporting to the Executive Director, the Development & Communications Manager is an experienced program and fundraising professional responsible for communicating with key partner, donor and public audiences and building the grants, major gift and general donation support for [Coastal Watershed Council](#) (CWC) programs.

Guided by our [Theory of Change](#), CWC is confident we’re doing the right things the right way to create impact at the river that the community is excited about. Now we need to do more of that great work, which means sharing our story with the community and increasing fundraising revenue. This position will help CWC grow and transform the lower San Lorenzo River into a community destination and asset that Santa Cruz is drawn to and proud of.

Essential Duties & Responsibilities:

- **INCREASE GRANT REVENUE**
Prospect and research grant opportunities with corporations, private foundations and government agencies. Prepare and submit grant proposals for less than \$20,000. Work with Programs Director to prepare grant proposals for over \$20,000. Nurture relationships with and acknowledge funders and prospects.
- **LEAD AND IMPROVE COMMUNICATIONS**
Identify ways to constantly listen to and learn from river lovers to improve CWC programs. Manage and implement all communication efforts about CWC programs, including monthly e-newsletter, monthly program event invitations, website, social media and annual report. Tell the community’s and the river’s story to equip, and empower those who live, work and play along the San Lorenzo River to take an active role in stewarding the river. Serve as chief acknowledger of all river champions.

- **SUPPORT AND GROW MAJOR GIFT SUPPORT**
Support the Executive Director to steward and grow CWC's Leadership Circle (donors annually investing \$1,000 or more per household) by researching and cultivating prospects and cultivating and stewarding current donors. Assist Executive Director's efforts to engage top donors.
- **LEAD GENERAL FUNDRAISING EFFORTS**
Take ownership of stewarding and growing CWC's general donation supporters (less than \$1,000 annually per household) through invitations to events, program updates and public acknowledgment. Work with the Executive Director to implement a Fund Development Plan to raise \$550,000 in FY19-20 and develop and implement a plan for rapid growth in future years. Manage direct mail fundraising campaigns. Process checks and online donations in Salesforce database and produce acknowledgment letters. Positively represent CWC at public events, donor meetings and in the community.
- **LEAD ANNUAL FUNDRAISING EVENT: MEANDER**
Develop and manage a calendar of events to cultivate and solicit major financial support for Meander every June. Lead overall implementation of the event with a team to create a unique experience for river supporters and generate revenue to support CWC programs.
- **MANAGE SALESFORCE DATABASE**
Take ownership of Salesforce database administration. Create and manage campaigns, engagement plans, reports and donor records in Salesforce Classic. Serve as lead strategic voice in how Salesforce can help staff successfully implement programs.
- **CONTRIBUTE TO RIVER STRATEGY**
Work with CWC leadership to inform strategy around river revitalization, engaging partners, exciting the community around the cause and prioritizing use of limited resources.
- **BUILD A CULTURE OF PHILANTHROPY**
Work with Executive Director to shape an organization-wide culture of philanthropy where the Board of Directors and all staff, volunteers, funders and partners value and understand one another's roles in CWC's program and overall success for the community.
- **OTHER**
Perform other duties as assigned.

Education & Experience (required):

- Minimum five (5) years' experience in related field.
- Experience working with donor database management systems/CRM, ideally Salesforce.

Education & Experience (preferred):

- Bachelor's degree in related field.

Knowledge, Skills & Abilities (required):

- Strategic thinking; seeing the forest *and* the trees and valuing the importance of both
- Exceptional oral and written communication skills
- Technology skills: proficiency with internet research and MS Office in a mixed Mac/PC environment
- Ability to create marketing and communications materials with little oversight
- Excellent networking, relationship building, interpersonal, organization and time-management skills

- Self-motivated in identifying challenges/opportunities and providing recommendations for solutions
- Knowledge of communications and fundraising best practices and basic environmental principles

Knowledge, Skills & Abilities (preferred):

- Ability to communicate with donors and volunteers in English and Spanish.

Additional Information:

Direct Reports: None currently

Travel Requirements: Minimal

License and Certification Requirements: California Driver's License

Working Conditions:

Working environment is generally favorable. Lighting and temperature are adequate, and there are no hazardous or unpleasant conditions caused by noise, dust, etc. Ability to lift and carry approximately 25 pounds.

To apply:

Applications are being accepted on a rolling basis and the best candidate will be hired when identified. This search began in March 2020. Submit your application via email to Greg Pepping, Executive Director, at gpepping@coastal-watershed.org. **Please include: "DCM" in the subject line of your email and attach a cover letter and your resume.** Thanks for your interest in transforming the river!

Disclaimer:

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

The Coastal Watershed Council reserves the right to alter this description at any time. The Coastal Watershed Council practices the concept of equal employment opportunity with respect to hiring, promotions, transfers, pay discipline, fringe benefits and all other terms and conditions of employment. No individual will be discriminated against and no employment decisions will be made, on the basis of an individual's race, color, national origin, religion, age, gender, protected disability, marital status, familial status, veteran status, height, weight or citizenship.