



Department Philanthropy & Marketing	Role Title Director of Philanthropy		Accountable to Chief Executive Officer
FLSA Status <input checked="" type="checkbox"/> Exempt, Salaried <input type="checkbox"/> Non-Exempt, Hourly	People Leader <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Approximate Time Required On-Site 20%	Version & Date V1.July 2022

SUMMARY OF ROLE

Support the programs of the Santa Fe Animal Shelter (the Shelter) by raising gifts from individuals, foundations, businesses, governmental agencies and organizations, and other sources.

Enhance organizational strengths of the Philanthropy & Marketing Team and lead the Shelter to new levels of excellence and impact. Provide strategic direction and leadership for all fundraising and support functions specific to Philanthropy to broaden the base of significant philanthropic support for the Shelter.

A dedicated team player with the ability to support the Shelter's mission. Exceptional at building relationships.

Bring a deep knowledge of all fundraising methods and support systems as well as high level personnel and program management. Proven ability to set and achieve short- and long-term goals; manage and lead teams; and to supervise and mentor others.

Strategic thinker with excellent analytic abilities including a high level of judgment especially related to confidential matters. Thoughtfully analyze progress toward goals and can prioritize and make decisions in alignment with aims. Evaluate progress to goals, an individual's performance, or a document with equal ability, due to strong critical thinking and analysis skills.

Excellent written and verbal communication skills, and can apply them in various contexts and settings. Demonstrate exceptional judgment, especially in sensitive situations or related to confidential matters, and ensure that communications maintain the highest level of integrity. Give and receive feedback with thoughtfulness and compassion.

Plan, manage and prioritize multiple responsibilities, and meet deadlines. Organized and detail-oriented with strong time management skills. Proficient in the Microsoft Office Suite and additional technology support systems necessary to perform your job function.



PRIMARY AREAS OF RESPONSIBILITY / ESSENTIAL FUNCTIONS

Leadership: Provide leadership for the Development program, promoting strong collaboration and communication among the Philanthropy & Marketing team and across other departments of the Shelter. Responsibilities include:

- Be the philanthropic thought leader, working to develop and maintain a culture in which everyone from the Board through the newest Shelter staff member understands the role that philanthropy plays for the Shelter, and what role they must play in creating resources.
 - Provide direct leadership to the Philanthropy & Marketing Team
 - Establish, implement and monitor systems and procedures for efficient and effective functioning of the department.
 - Foster a culture that encourages growth and collaboration.
 - Hire, train and create professional development opportunities for the team.
 - Develop and monitor goals and objectives for the department and for individual team members.
 - Provide staff with regular and constructive feedback, and conduct annual performance evaluations.
 - Plan and facilitate regular department meetings and planning sessions.
- Participate in the CEO's Direct Reports meetings.
- Participate in and/or coordinate various organizational projects at the direction of the CEO.
- Perform other duties and responsibilities as assigned by the CEO.

Fiscal Management & Analysis: Lead and drive the annual planning and budgeting process for the Philanthropy & Marketing department within the context of supporting the Shelter's strategic plan and annual budget.

- Provide strategic oversight and mentor staff in developing and implementing annual and long-term strategies to raise funds including but not limited to identification, cultivation and solicitation of major and planned giving prospects and donors; direct marketing to current, lapsed and prospective donors; foundation and corporate grants; special events; and special campaigns.
- Incorporate data and trend analysis to strengthen decision making and articulate the case for development plans. Assist the CEO in analysis and the development of strategic presentations.
 - Identify and benchmark appropriate metrics.
 - Improve reporting and decision-making through data collection, analysis and management.
 - Identify improvements and help prioritize projects to better access the potential of the Raiser's Edge database and other available data sources.
 - Collect data from peer and aspirational organizations to develop relevant comparative analysis.



- Monitor legislation and financial trends related to philanthropy and charitable giving, especially as they relate to the Shelter.
- Preparing and presenting reports on fundraising activities to senior management and board of directors.
- Serving as grants administrator, supporting the development of grant proposals and acknowledgments for grants received. Ensure compliance by the organization of terms stipulated in the grant award.

Strategic Alliances and Relationships: Because development is a relationship-based field it is critical that the Director of Philanthropy excel at establishing and maintaining a wide range of connections for the benefit of the Shelter.

- Effectively steward all Shelter donors (through regular/continuous correspondence and meetings (face-face-and virtually if need be) and cultivate new potential partners.
- Work collaboratively with all other Shelter departments to identify funding needs, strategic opportunities, and coordinate the Philanthropy & Marketing team's activities.
- Establish and maintain an effective working relationship with the Board of Directors.
- Pursue, cultivate and maintain collaborative relationships with state and local agencies.
- Maintain a network of contacts in the city, state, surrounding communities and states and local nonprofit and philanthropic communities.
- Establish and maintain effective work relationships with diverse employees, populations, community groups, representatives and organizations and members of the public.
- Creating a positive, respectful reputation for the organization
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QUALIFICATIONS

- Bachelor's Degree in Finance, Accounting, Marketing, or similar field and 7 years significant work experience with progressively responsible positions and minimum of 7 years demonstrated leadership in related field.
- 10 years of significant work experience and progressively responsible positions, including a minimum of 10 years of demonstrated leadership in a related field can be substituted in lieu of Bachelor's Degree.
- Ability to work independently and as a team leader.
- Availability to work and travel outside of regular business hours to include evenings and weekends.
- Business development or sales experience.
- Demonstrated understanding of best practices in fundraising.
- Proficiency with Microsoft Office applications, customer relationship management (CRM) software and social media platforms.



- The majority of work (80%) should be spent meeting or speaking with current donors and establishing new donors and relationships. Twenty percent of the time should be spent at the Shelter organization with the Philanthropy & Marketing team and staff.
- Valid driver's license.

Disclaimer: *The preceding job description indicates the general nature and level of work performed. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required.*