



## **Job Description: Director of Development & Communications**

### **About Pease Park Conservancy**

Pease Park Conservancy (PPC) is committed to the rehabilitation, beautification, and support of Austin's central city park for the enjoyment of Austin and future generations. From children and families having birthday parties and barbecues in the 1930s picnic grove to college students playing volleyball; from commuters traveling the Shoal Creek Trail to respite-seekers enjoying the greenery and solitude, Pease Park continues to be a much-loved, forested oasis in central Austin and has been since 1875. Pease Park Conservancy works to ensuring Pease Park continues to be a well-kept green space for all to enjoy

### **Job Summary**

Pease Park Conservancy seeks a passionate, dynamic, and committed leader to work closely with the CEO, Board of Directors, and key stakeholders.

The Director of Development & Communications, under the guidance and supervision of the CEO, leads, manages, and organizes fundraising initiatives on behalf of the organization, to include Capital Campaign coordination, grant research/writing, individual and corporation donation solicitation, event-related fundraising efforts, and ongoing donor stewardship. The Director of Development & Communications will also work with the Board of Directors, and specifically the Development & Events Committees, on fundraising efforts.

They also, under the guidance and approval of the CEO, oversees the Operations Manager in creating external communications for the organization including maintaining the website, creating and implementing social media strategy, publicizing the work and financial support of the organization, and overseeing messaging and visual documentation of park programming and all other events.

### **Specific Responsibilities**

- Implement a sustainable development program beginning with the creation of an annual development plan and support for all office operations.
- Manage the "Kingsbury Commons" capital campaign through silent and public phases including identifying funding sources, working closely with volunteers, managing timelines, and organizing meetings and events.
- Coordinate events that raise funds and visibility for PPC, including Amplify Austin, Annual Mailer, #GivingTuesday, Year-End Giving, Eeyore's Birthday Party, and annual Fundraiser/Gala
- Ensure all levels of donors are appropriately cultivated, solicited and stewarded in a donor-centered manner.
- Partner with CEO, board members, and volunteers to identify, cultivate, and solicit potential significant donors to help meet funding goals.

- Develop strategies to acquire, upgrade and renew donors annually; implement a moves management plan for annual and major gift prospects. Develop and implement strategy for corporate solicitation
- Write compelling grants and collaborate with the CEO on foundation research, grant writing activities, and reporting.
- Manage all development documentation including gift receipts, thank you letters, reports to the board of directors, and other fundraising correspondence.
- Lead the planning and execution of fundraising and awareness-building events such as Amplify Austin and the annual Fundraiser/Gala including budgets, volunteer management, strategy, and follow-up.
- Supervise and coordinate data-capture and hard files; maintain security and quality controls; generate queries, reports, exports and any other collection data as needed; manage any related vendors.
- Alongside CEO, provide ongoing support and training to board members and key volunteers.
- Participate in board meetings, committee meetings, and other organizational events.
- Oversee all communication channels (externally) to include any organization newsletters and letters/emails/social media messages of appeal and acknowledgement
- Assist with developing new fundraising opportunities and marketing materials; including new events, brochures, and merchandise

## Requirements

- Bachelor's degree from a four-year university; Master's degree a plus
- At least five years of nonprofit development experience – proven track-record of event-related and written appeal fundraising – preferably in the Austin market
- Excellent interpersonal skills
- Capital Campaign experience a plus
- EXCELLENT writing skills and attention to detail
- Ability to follow direction and also be self-motivated to address and respond to challenges
- Display a positive attitude, show concern for people and the community, demonstrate confidence, common sense, and good listening ability
- Must show passion for and embrace the mission of Pease Park Conservancy

The Director of Development & Communications also assists Pease Park Conservancy staff with general office duties and special projects as needed in a small nonprofit environment.

Pease Park Conservancy has an office located at 1609 Shoal Creek Blvd. This is a full-time (40 hours/week) position with flexible scheduling and the ability to work from the office, home, or other locations. The Director of Development & Communications reports to the CEO.

*Pease Park Conservancy is an equal opportunity employer and considers applicants for all positions without regard to race, color, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally-protected status.*