POSITION SPECIFICATION

Development Director

The Development Director leads strategy and execution to drive deep philanthropic investment in Jack London State Historic Park located in the world-famous Sonoma Valley.
Organization Background

Jack London Park Partners (JLPP) is a highly effective nonprofit that emerged in response to a state budgetary crisis in 2012 that shuttered many state parks. JLPP was born of innovation and need, becoming the first nonprofit organization to take up management of a state park on behalf of the people of California.

JLPP is the outgrowth of the Valley of the Moon Natural History Association, a citizens’ group established nearly a half-century ago to support the interpretive needs of three stunning state parks in Sonoma County, including Jack London State Historic Park. JLPP raises funds to advance all aspects of the park, including cultural and recreational programs, educational opportunities, displays, and interpretative signage. Further, JLPP plays a vital role in recruiting and organizing the hundreds of volunteers who support all functions of the park. Among the organization’s recent noteworthy accomplishments are the award-winning restoration of the cottage where Jack and Charmian London resided after acquiring “Beauty Ranch” plus the completely re-imagined House of Happy Walls Museum which interactively brings the story of Jack and Charmian to life.

JLPP is led by a small and talented professional staff and overseen by a focused and experienced board of directors. The park has a deep and committed pool of volunteers who steward these treasured resources and work to increase the park’s visibility and community engagement. Located in one of the most desirable communities in California, the park and environs are a haven for people with a deep love of the outdoors, recreation, fine food, and an extraordinary quality of life.
Position Overview and Responsibilities

The Development Director will join the Jack London Park Partners team in Sonoma Valley at Jack London State Historic Park to lead its growing development program to ensure continued fundraising momentum for one of the most successful nonprofit-operated State Parks in California. This is an exceptional opportunity for a seasoned fundraiser and self-starter.

The Development Director will lead and execute comprehensive fundraising strategies and manage a small team. The ideal candidate loves parks and collaborating with a passionate and committed donor community in Sonoma Valley.

The Development Director must excel at behind-the-scenes management by guiding the board, staff, and volunteers through priority setting, time management, relationship management, execution, and strong coordination with California State Park partners. Candidates should demonstrate proven success soliciting individuals and foundations, along with exceptional interpersonal and relationship-building skills. The Development Director will work closely with the Executive Director and will be a member of the organization’s senior team.

Focus Areas:

**Strategy and Fundraising Leadership**
- Develop and execute ongoing fundraising strategies and maintain existing donor relationships alongside the Executive Director, board, volunteers, and staff colleagues.
- Implement and continue to grow an effective organizational fundraising plan, including overall forecasting and fundraising to secure $1.2 million+ annual revenue goals.
- Work collaboratively with other team members to create customized strategies to bring funding and engagement to priority funding areas.

**Portfolio Management and Fundraising**
- Track donor records and other data in the donor management system
- Work with the Operations and Finance team to ensure accurate gift acceptance, recording, and reporting.
- Develop and implement a planned giving program.
- Manage, supervise, and support JLPP’s Development and Marketing Committee to ensure progress is being achieved on schedule and the team is working in collaboration with all other JLPP programmatic and operational priorities.
Focus Areas:

Prospect Development

- Work to build and maintain longstanding donor relationships for JLPP resulting in increased funding.
- Develop and execute a formal major donor/gifts plan, including expanding stewardship efforts to include individual stewardship plans. Ensure current knowledge of each donor and maintain adherence to cultivation steps while guiding each supporter through JLPP’s stewardship process.
- Create an extensive portfolio of qualified potential prospects and partners through cultivation events, research, and networking and solicit those prospects.
- Implement development programs and activities to identify, cultivate, solicit, and steward corporations and foundations.

Collaboration and Leadership

- Collaborate with the Leadership Team, staff, and volunteers on fundraising, special events, and in-kind donations.
- Work with the Programs Team to ensure the use of funds meets the goals and objectives of the grants.
- Develop a fundraising marketing plan in collaboration with the Development and Marketing Team co-chairs and PR consultant.
- Prepare high-quality, customized development materials and oversee fundraising communications, including all print, email, and social media.
- Guide and implement JLPP’s membership program.
- Execute other duties as assigned to drive and fulfill JLPP’s mission.
- Guide the membership and interpretive retail implementation of JLPP’s premiums and merchandise program to ensure consistency with branding, adherence to nonprofit regulatory guidelines, and quality product marketing.
- Attend meetings, conferences and events of various foundations, corporations, business groups, and nonprofit organizations.

Jack London Park Partners works to preserve the historic legacy and natural beauty of the park and create innovative, inclusive opportunities for recreation, education, and joy.
Desired Experience and Competencies

- Demonstrated successful fundraising experience.
- Demonstrated ability to interact directly and frequently with individual donors, corporations, foundations, board members, volunteers, and other constituents at all levels, and ability to build and maintain productive, long-term working relationships.
- Deep commitment to protecting the legacy of Jack London and stewarding the natural and cultural resources of Jack London State Historic Park.
- Experience with digital fundraising strategies and social media as a means of acquiring new donors.
- Knowledge of and experience fundraising within corporations and foundations.
- Adept at creating and implementing strategic fundraising plans.
- Demonstrated success using creativity and innovation to drive deep engagement with funders.
- High ethics, integrity, sound professional judgment, and ability to maintain confidentiality with tact and discretion.
- Embrace, support, and demonstrate a commitment to diversity, equity, and inclusion.
- Comfortable working in a team as well as independently and thrives in a dynamic work environment.
- Excellent verbal and written communication skills.
- Strong technical skills, including but not limited to donor management system (Arreva), online software platforms, and business applications such as Microsoft 365.
- Ability to reason logically, take initiative, and creatively resolve issues and evaluate alternatives.
- Ability to manage staff as needed.

Other Qualifications:

- Bachelor’s degree in Business Administration, Communications, Nonprofit Management, or a minimum of five years of nonprofit development experience.
- Flexibility to work some evenings and weekends.
- Ability to work well remotely.
- Ability and willingness to travel frequently.
The Development Director is located in Glen Ellen in the Sonoma Valley at Jack London State Historic Park. Hybrid and remote work options are offered, and alternative, non-traditional work schedule will be considered.

Location
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Start Date
Late spring 2022.

Compensation
A competitive compensation package, including a comprehensive benefits package, will be offered based on experience. The expected annual salary range for this position is $90,000–$115,000.

To Apply
Interested candidates should apply via email by sending a cover letter describing their qualifications that match the position criteria and what they will bring to the role, along with a resume, to jlpsearch@potrerogroup.com with the subject line “Jack London Park Partners Position Specification”

The priority deadline for consideration is March 25, 2022. However, applications will be considered until the position is filled.

Final offers of employment are contingent upon the successful completion of a background check that may include employment history, national criminal background check, national sex offender registry search, and a driving history check. A valid driver’s license is needed and the driving record check must have not more than one moving violation in the past three years, no DUI, reckless driving, or serious moving violations, etc.

Additional Information
More information on Jack London Park Partners can be found at:
https://jacklondonpark.com/
https://jacklondonpark.com/about-jack-london-park-partners/

For additional information regarding this opportunity, please contact: Cleveland Justis
Principal, Potrero Group, cjustis@potrerogroup.com
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Mission

JLPP preserves the historic and natural beauty of the park and creates innovative, inclusive opportunities for recreation, education, and joy. We work collaboratively with our community and volunteers to ensure a sustainable park that would make Jack London proud.

Vision

Jack London Park Partners supports Jack London State Historic Park in creating an innovative park that preserves the dream, enriches the experience, and serves the entire community.

Values


Jack London Park Partners is an Equal Opportunity Employer. Our effectiveness is enhanced when equity and inclusiveness are practiced and protected throughout our organizational governance, culture, and staffing. We are committed to leadership in and serving as a catalyst for promoting equity and inclusion in parks communities. Recruiting and retaining a diverse workforce is a high priority at Jack London Park Partners. The organization does not discriminate based on race, color, national origin, religion, sex, gender, gender expression, gender identity, sexual orientation, physical or mental disability, military, genetic information, ancestry, marital status, age, citizenship, or any other basis prohibited by law in any of its policies, programs, or operations.
Potrero Group is honored to coordinate the hiring search on behalf of Jack London Park Partners. Supporting a world-class conservation organization is in perfect alignment with Potrero Group’s commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world.

To join our mailing list and be notified of future opportunities, please visit www.PotreroGroup.com