



Development Manager

The Development Manager (DM) plays a critical role in expanding and diversifying Coosa Riverkeeper's funding and membership base, fostering relationships with donors, sponsors, and volunteers, and strengthening the organization's brand and digital presence. The DM will manage a variety of development functions, including fundraising initiatives, membership and donor outreach, sponsorship cultivation, and stakeholder engagement. The DM will also be responsible for overseeing fundraising events, managing the donor and membership database, and enhancing our organization's effectiveness through fundraising and "friend-raising."

ESSENTIAL JOB FUNCTIONS:

Donor Engagement

- Maintain our communication and outreach database, Network for Good:
 - Send thank you letters (tax letters) are sent in a timely fashion
 - Donor Solicitation: monthly, quarterly, and annual appeals via email and postcards
- Create segmented donor lists with specific content for targeted for: donor levels, types, and interests, with the goal to grow gifts and maintain open communications
- Create and implement a plan to solicit and steward gifts of our membership to grow numbers, income, and meaningful relationships
- Research opportunities for major donor development and produce written content for the Executive Director and Director of Community Engagement to build relationships
- Plan and execute engagement events for members and key stakeholders, like Membership Meetings, Advisory Council gatherings, and other forms of engagement

Communications

- Manage membership digital and physical communications
- Manage the maintenance and expansion of Coosa Riverkeeper's social media presence through assisting in the creation of social media content, calculating program metrics, and ensuring branding guidelines are met for Waterkeeper Alliance and Coosa Riverkeeper
- Assist Director of Community Engagement with marketing and public relations materials as needed

Grants

- Oversee and monitor timelines and deadlines for the prospective foundations, prioritize and plan out projects accordingly, and monitor reporting for grants
- Identify new grant prospects and build relationships with grantmakers
- Support the Director of Community Engagement and other Program Staff by writing grants to support existing and/or expanding programs
- Develop logic models to create systematic thinking and planning to better describe a proposed program and how the funder's support contributes to its success
- Work with Operations Manager to incorporate grant budgets into Quickbooks and keep real time Profit & Loss statements for specific grants and programs

Events, Sponsorship & Special Appeals

- Assist in the planning and execution of fundraising events
- Oversee the solicitation of existing programmatic sponsorship programs and develop a plan to solicit corporate sponsorships for both programs (C.R.E.E.K.) and projects (Free Fishing Clinics)
- Oversee all development related printed or digital mailings such as special appeals, membership drives, and the end of the year appeal with direction from the Director of Community Engagement and Executive Director

QUALIFICATIONS:

- 3 or more years of experience in development, donor stewardship, fundraising, etc.
- Strong knowledge of fundraising principles, donor stewardship, and resource development
- Exceptional written and verbal communication skills, including experience with social media management and email marketing platforms
- Proven track record of successfully securing grants and sponsorships and donor retention
- Ability to work independently and collaboratively in a fast-paced, dynamic environment
- Strong organizational skills and attention to detail, with the ability to manage multiple projects
- Knowledge of CRM and donor management software (e.g. Network for Good) and ability to analyze data to support the goals of Coosa Riverkeeper
- Website management, graphic design, and event planning knowledge or experience (preferred)

KEY CHARACTERISTICS: Being a part of the Coosa Riverkeeper team means being a good listener and collaborator, one who can work in diverse settings and with diverse populations. A successful team member:

- is coachable, including taking and receiving actionable feedback
- is very organized and has the ability to multi-task on projects

- is a self-starter who produces high quality work and has great attention to detail
- has a strong work ethic to ensure tasks are completed efficiently and accurately
- is a critical thinker with the ability to meet short-term and long-term goals
- shares our sense of urgency in improving water quality and protecting public health
- believes that everyone has a right to clean water

BENEFITS: *Being a part of the Coosa Riverkeeper team gives you some great opportunities to grow as an individual and in your career as you protect the Coosa. Our benefits and perks include:*

- 100% company paid health, dental, vision, and accident insurance
- 3% company match for a Simple IRA account and monthly cell phone stipend
- flexible professional development spending account for continual growth
- generous vacation and leave policy, flex-time as compensation for occasionally working nights & weekends
- relaxed, dog-friendly office environment
- staff retreats and outings on the river
- pro deals on 100s of outdoor brands like Patagonia, Mountain Khakis, etc.

COMPENSATION: Salary range is \$40,000 to \$55,000 dependent on experience.

WHAT'S NEXT: Interested applicants should submit a cover letter, resume, and list of three references with contact information to Kacey Hayes (kacey@coosariver.org) via email by 5 PM on February 17, 2024. Preferred start date of April 14, 2025 or earlier depending on the candidate's availability. This posting will remain open until the job is filled.

All Coosa Riverkeeper employees and interns are expected to follow general employee policies and procedures found in the employee handbook. In addition to the position responsibilities stated above, these include maintaining a healthy and productive workplace in the office, lab and field, as well as contributing to the overall maintenance and wellbeing of the workspace.