

FOX CITIES ENVIRONMENTAL LEARNING CAMPUS
AT BUBOLZ NATURE PRESERVE
POSITION DESCRIPTION

Development/Marketing Manager

The Development/Marketing Manager of the Bubolz Nature Preserve will be responsible for assuring that all development functions – including annual fund drives, campaigns, donor relations, corporate and foundation support, major donor solicitation, sponsorships and membership sales – perform optimally in support of the preserve. This position will also coordinate the development and ongoing support of marketing initiatives, social media and website content.

The responsibilities of the Development/Marketing Manager include the following:

- 1) develop and execute a comprehensive and strategic annual fundraising plan
- 2) work with the Executive Director and Board of Directors to identify, approach and solicit prospective financial supporters of the preserve
- 3) form new and maintain ongoing relationships with financial supporters of the preserve
- 4) secure financial support from individuals, corporations and foundations
- 5) research grant opportunities and follow through with grant writing/reporting
- 6) community outreach through networking, tours and speaking engagements
- 7) lead marketing initiatives for the preserve's events, programs, memberships and fundraisers
- 8) oversee and maintain the preserve's social media accounts and website
- 9) develop and implement new strategies to expand planned giving programs
- 10) oversee, develop and implement annual membership drive
- 11) attract corporate sponsors to the preserve's events, programming and fundraisers
- 12) create new fundraising initiatives/events and coordinate current fundraising events
- 13) track donations and memberships by maintaining our digital fundraising database
- 14) perform office and administrative duties to assist the Executive Director
- 15) contribute to the facility events team as needed and as warranted
- 16) all other duties as assigned

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Qualifications

- 2 - 3 years experience in development/fundraising
- knowledge of campaigns, annual drives, fundraisers and corporate and foundation philanthropy
- experience in grant writing and reporting
- excellent analytical, organizational, interpersonal, written and verbal communication skills
- experience in marketing, creating social media content and maintaining a website
- ability to multi-task in a high energy, fast paced environment
- knowledge of Microsoft Office Suite
- task oriented and self-motivated
- experience working in a not-for-profit environment
- a passion for the outdoors and the ability to effectively communicate the preserve's mission
- flexible schedule including evenings and weekends

Language Skills

Ability to read, analyze and interpret data and documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write a business letter/email. Comfortable and competent in presenting to and speaking in front of groups and individuals.

Reasoning Ability

Ability to define problems, collect data, establish facts and draw valid conclusions.

Other Skills & Abilities

Position requires demonstrated applied skills in word processing and computer software including, but not limited to, Microsoft Office Suite. Ability to work without direct supervision in an office environment is required. Ability to hold a valid Wisconsin Driver's License and possess reliable transportation that can be utilized for work purposes.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands/fingers to handle objects, tools or controls, reach with arms. The employee frequently is required to talk or hear.

The employee must regularly bend, squat and must regularly lift and/or move 35 pounds and occasionally up to 75 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Work Environment

The noise level in the work environment will vary from low/moderate to potentially high during certain events. This is a non-smoking work environment. Employee will occasionally be required to perform work outside of the office environment to include exposure to weather and temperature extremes. May occasionally be required to walk on slippery or uneven surfaces.