



Job Announcement Advancement Director

Heal the Bay is a regional environmental nonprofit group dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life. Created in 1985, Heal the Bay has an annual budget of \$4.5 million and more than 12,000 members. Progress toward our mission is achieved by effectively combining the use of science, advocacy, community outreach, and public education to create positive change in our local environment.

Position Summary:

The Advancement Director is responsible for the successful implementation of all fundraising programs for the organization including major gifts, special events/fundraisers, membership programs, grants and corporate sponsorships. Major responsibility includes cultivation of current foundation, corporate and major donors and a proven ability to secure new funding opportunities. Additional responsibilities include staff and intern management, financial planning, strategic planning, board relations, direct mail management, and relationship building with diverse constituencies. Must be outgoing, articulate, comfortable in all social situations, and have a respect and love for the beach and our mission.

Functions Include:

- Responsible for revenues of \$4.5 million;
- Oversee all advancement department programs and work closely with other department directors to collaborate and promote development programs success;
- Implement and manage the major gifts program, annual dinner, individual, corporate and foundation donor efforts;
- Work with direct response vendor and manage direct mail budgets and mailings to increase membership via traditional and non-traditional methods;
- Supervise Grant Manager and create strategies to obtain funding from foundations (public and private), corporate and government agencies through grant programs;
- Manage advancement staff of four and interns when available;
- Participate on the organization's management team;
- Cultivate and maintain current and new relationships with members, major donors, foundations, corporations, non-government organizations, government and media agencies, and other constituents;
- Oversee all special events, including our annual fundraising dinner with about 1,000 guests, including budget and timeline management, sponsorships and table/ticket sales, production, vendor relations and donor relations;
- Write and oversee design of solicitation materials for corporate, foundation, and individual member audiences;

- Collaborate with and motivate 45 Board members in fundraising and cultivation efforts for the major donor program, annual dinner and events;
- Supervise successful communication with membership of more than 12,000 individuals via thank you and recognition programs, personal responses, and one-on-one meetings;
- Work with entertainment community on fundraising events and opportunities;
- Supervise member benefits program;
- Coordinate and provide staff leadership for fundraising and special event committees;
- Create niche-marketing opportunities via third-party benefit events, retail sales and other small business partnerships;
- Supervise Heal the Bay's involvement in statewide environmental workplace giving programs;
- Develop content for Heal the Bay's newsletter, website, emails and social media.

Experience and Skills Required:

- A passion for the ocean and our mission;
- Outgoing, personable, articulate and able to represent Heal the Bay in all situations;
- Senior level fundraising experience in a management or leadership role, with experience in securing new funding resources;
- Proven success in the implementation of a major gifts/donor program;
- Proven success in overseeing large scale annual fundraising events;
- Excellent written and oral communication, analytical thinking and strategic planning skills;
- Strong organizational, computer and data analysis capabilities;
- Ability to work independently and/or collaboratively with colleagues, members, donors, potential donors and Board of Directors;
- Strong judgment and ability to manage multiple deadlines and priorities;
- Occasional evening and weekend work is required.

Application Information

Salary: Please include salary requirements in cover letter or resume.

Benefits: Heal the Bay offers full benefits

Please forward cover letter, resume with specific details on fundraising success and salary requirements to: www.healthebay.org/jobs to apply online or send email to DevDirector@healthebay.net.

Heal the Bay is an equal opportunity employer and actively recruits to promote diversity in our workforce.