

JOB DESCRIPTION: GREENWOOD GARDENS DEVELOPMENT DIRECTOR

OVERVIEW:

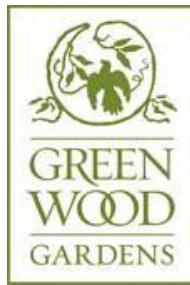
Greenwood Gardens is a treasured public garden, a former private estate incorporated as a non-profit organization in 2003 and accessible to the public since 2013. Located in Short Hills, New Jersey, approximately 25 miles west of New York City, Greenwood is an enchanted hideaway, graced with terraced gardens, woodlands, meadows, grottoes, fountains, Arts and Crafts follies, and winding paths. With a mission to “connect people with nature and the arts in a historic garden oasis,” we are guided in our work by a five-year strategic plan whose goal is to achieve increased visitation through continuing revitalization of the historic features and landscape, heightened educational and entertaining programs and events, and recognition by the broader community as a singular haven in which to experience peace, tranquility, and well-being. Having completed transformative capital projects in which we added substantial parking capacity; renovated the core portion of the historic garden, including two water features, and a third in progress; and revitalized major portions of the landscape, Greenwood has entered an important new phase of its growth that heralds exciting opportunities. Expanding and deepening our base of donors through effective development/fundraising activities that result in meaningful support of our ongoing operations, future capital projects, and endowment will continue to take center stage at Greenwood. We see a bright future ahead for this area of the organization and look forward to welcoming a dynamic individual in the role of Development Director who can build on the work and accomplishments already achieved to successfully lead Greenwood in its long-term development efforts.

POSITION SUMMARY/PRIMARY RESPONSIBILITIES:

In consultation with the Executive Director to whom the Development Director (DD) will report, the DD will take the lead in intensifying our efforts to identify sources of support for ongoing operating, capital, and endowment needs, and ultimately, to secure donations. The DD will serve as liaison to the Development Committee (DC) and its Chair (DCC) as she/he seeks to build new and existing relationships with major donors. The Development Associate (DA) will report to the DD. The primary responsibilities of the Development Director include:

Fundraising Planning and Implementation

- Assist the ED, and with support from the Development Committee, execute the Development Plan to meet fundraising goals of approximately \$1.2 million+ annually in support of a \$2 million annual operating budget, securing financial support from individuals, foundations, and corporations.



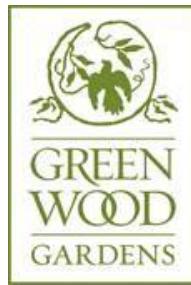
- Develop and maintain relationships with existing and new major donors.
- Develop tailored strategic plans (“Moves” Management) for cultivation, solicitation and stewardship of major donors, both existing and new, using existing donor base and other sources. Employ wealth screening, Greenwood’s database, and other research tools to identify prospective donors.
- Maintain the forward Development calendar to track all steps involved with implementing individual donor plans.
- While managing Greenwood’s existing portfolio of major donors and identifying new prospects, effectively deploy the Executive Director and Trustees in direct, face-to-face solicitations; provide strategic counsel on and assistance with the creation of appropriate donor communications.
- Build on existing strategies for developing and maintaining a large, sustained base of annual individual donors, while also stewarding key segments of the base including loyal donors, major gift givers, and those interested in planned giving, using appropriately tailored cultivation and communications approaches.
- Lead efforts to conduct research on foundations and corporations whose guidelines are in keeping with Greenwood’s mission, identify grant opportunities, and oversee the solicitation process. Create and maintain tracking reports.
- Prepare Development report for three annual Board of Trustee meetings.

Development Department Administration

- Oversee the Development Associate’s efforts to maintain the donor database, conduct research within the database, ensure timely acknowledgement of all donors through letters and our newsletter, *Seasons*, and regular updating of acknowledgement letter content.
- Oversee DA’s development of grant requests for submission.
- Regularly track and report progress towards fundraising goals.

Fundraising Event Management

- In consultation with the ED and select members of the Development Committee, and with the assistance of the DA, manage the planning and execution of donor events and receptions aimed at cultivating individuals and securing gifts, including the annual Garden Luncheon, Autumn Soiree, and Friends’ Night.
- For the Garden Luncheon held each spring, in consultation with the ED, develop the theme and budget/revenue goals, secure catering. With the assistance of the ED and DA, secure silent auction items.
- In consultation with the ED, collaborate with the Marketing and Communications Manager and DA in developing event collateral materials and communications for the Garden Luncheon,



- such as the save-the-date email, invitation, program, and invitation list. Ensure timely printing and mailing of materials.
- Oversee DA's tracking of ticket sales, attendance, sponsors and silent auction donations.
- Oversee DA's communications with event Benefit Committee.
- Oversee DA's coordination of food and beverage, guest list creation, invitation, RSVPs, etc., both leading up to and day/evening of event.

Direct Mail Campaign Management

- In collaboration with the ED and the DA, develop the annual written appeal, and other donor communications on such topics as the Greenwood Gardens Legacy Society (planned gifts) and special events, etc. through email, direct mail, and our newsletter, *Seasons*.
- Manage project timelines to ensure deliverables are met.

QUALIFICATIONS:

- B.A. degree from an accredited university.
- Seven-plus years of experience in development with demonstrated success in securing annual major gifts of \$100,000-plus for operations, endowments, and capital projects.
- Demonstrated excellence in organizational, managerial, and communication skills; organized, independent self-starter who understands "the big picture," yet is also detail-oriented.
- Strong knowledge of donor database management, including accurate upkeep of prospect, member, and donor information; ability to run reports; specific knowledge of Versai a plus and Microsoft Office a must.
- Proficient in crafting cogent written content for a range of donor communications.
- Effectively employs discretion in the handling of confidential information.
- Strong work ethic, along with the ability to work full-time on-site at Greenwood, attend evening and/or weekend programs and events as needed. The need for flexibility is inherent in the job.
- Team-player.

TO APPLY:

Please send your resume along with a cover letter expressing your reasons for applying to: aoneill@greenwoodgardens.org. Applications will be considered on a rolling basis.