

**JOB DESCRIPTION:  
GREENWOOD GARDENS DEVELOPMENT MANAGER**

**OVERVIEW:**

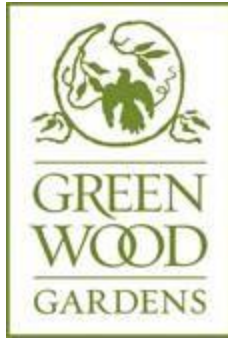
Greenwood Gardens is a treasured public garden, a former private estate incorporated as a non-profit organization in 2003 and accessible to the public since 2013. Located in Short Hills, New Jersey, approximately 25 miles west of New York City, Greenwood is an enchanted hideaway, graced with terraced gardens, woodlands, meadows, grottoes, fountains, Arts and Crafts follies, and winding paths. With a mission to “connect people with nature in a historic garden oasis,” we are guided in our work by a seven-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 (the pandemic notwithstanding), and acceptance by the broader community as a singular haven in which to experience peace, tranquility, and well-being. Having just completed transformative capital projects in which we added substantial parking capacity; renovated the core portion of the historic garden, including two water features; 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 operations and portfolio of future capital projects 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 new, enthusiastic member of the Development team.

**POSITION SUMMARY/PRIMARY RESPONSIBILITIES:**

The Development Manager (DM) will serve as a key member of a small Development team as we intensify our efforts to identify sources of support for our capital and operating needs. The DM will report to the Executive Director (ED) and serve as liaison to the Development Committee (DC) and its Chair (DCC) as they seek to build new and existing relationships with major donors. In this role, the primary responsibilities include:

**Database Management & Donor Acknowledgement**

- Maintain the integrity of donor information in the Altru database; conduct general database review and cleanup to ensure data accuracy.
- Input all donations, memberships, event sponsorships and ticket purchases into Altru on a weekly basis.



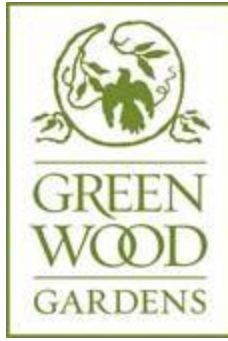
- Produce weekly Development report for ED and DCC.
- Write and produce timely acknowledgement letters for ED to use in recognizing all donations, memberships, and other contributions as appropriate.
- Update acknowledgement letter language on a regular basis to correspond with season, purpose of acknowledgement, relationship with donor, etc.
- Regularly reconcile all gifts with Finance Department.
- Create donor list for use in annual donor acknowledgement issue of Greenwood's newsletter.

### **Prospect Identification and Cultivation**

- Assist with development of strategic plans for cultivation, solicitation and stewardship of major donors and foundations.
- Serve as the staff liaison to the DC. Keep minutes and track implementation of Committee member assignments.
- Provide ED, DCC and DC with research and information from Altru and other sources for use in cultivating and stewarding new and existing donors.
- Maintain forward Development calendar to track all steps involved with implementing individual donor plans.
- Conduct research on foundation whose guidelines are in keeping with Greenwood's mission and assist ED in drafting grant requests for submission.
- Assist the ED, DCC and DC members in creating an annual Development goal that balances the need for adequate support of the operational and capital needs of Greenwood's staff, facilities, and gardens with a realistic assessment of donor capacity and interest.
- Work with the ED and DCC to ensure adherence to the annual Development Plan timeline. Regularly update the Development Plan as goals and strategies are established and met.
- Prepare Development report for three annual Board of Trustee meetings.

### **Fundraising Event Management**

- Under the direction of the ED, coordinate planning and implementation of annual Spring Luncheon and future Gala, including event logistics such as catering, tenting, and silent auction set-up; creating invitation list from the database; coordinating creation, printing and mailing of event collateral materials including save-the-date card, invitation, and program; coordinating Benefit Committee communications; tracking ticket sales, attendance, sponsors and silent auction donations; and fielding questions from attendees, among other tasks.



- Serve as support staff to event Benefit Committees, tracking participation and deliverables.
- Assist with planning of annual cultivation events including cocktail and dinner parties, luncheons, and teas. Coordinate food and beverage, guest list creation, invitation, RSVPs, etc.
- Provide on-going and day-of-assistance for fundraising events.

### **Direct Mail Campaign Management**

- In collaboration with the ED and MCA, coordinate planning and implementation of direct mail and e-mail fundraising appeals, events, newsletters, and other donor communications.
- Manage project timelines and work with the MCA to ensure deliverables are met.
- Create mailing lists for donor communications via database queries that include audience segmentation and quality control execution.
- Input all appeal revenue in Altru to ensure accurate tracking for Development reports.

### **JOB REQUIREMENTS:**

- B.A. degree from an accredited university.
- Minimum of three to five years' work experience in a non-profit where developing relationships with a wide range of people is central to achieving the mission.
- Experience in fundraising, marketing and communications are all highly desirable.
- Technologically proficient in database entry and management, including accurate upkeep of prospect, member, and donor information; ability to run reports; specific knowledge of Altru a plus and Microsoft Office a must.
- Proficiency in crafting cogent written content for a range of donor communications required.
- Excellent oral communication skills.
- Organized, independent self-starter who is detail-oriented yet also understands "the big picture."
- Strong interpersonal skills and professional demeanor; ability to work collaboratively.
- Understands and can apply discretion to the handling of confidential information.
- Strong work ethic, along with ability to work full-time on-site at Greenwood, attend occasional evening and weekend programs and events. Flexibility important.

### **TO APPLY:**

Please send your resume along with a cover letter expressing your reasons for applying and salary history to: [aoneill@greenwoodgardens.org](mailto:aoneill@greenwoodgardens.org). Applications will be considered on a rolling basis.