

NPCA POSITION DESCRIPTION

DATE: March 7, 2019

POSITION TITLE: Regional Director of Development,
Mid-Atlantic and Southeast Regions

JOB LEVEL: Grade 6

JOB STATUS: Full-time

FLSA: Exempt

DEPARTMENT: Development

LOCATION: Washington, DC

IMMEDIATE SUPERVISOR: Evelina Erickson, Senior Managing Director of
Development

SUPERVISOR'S SUPERVISOR: Matthew Boyer, Vice President of Development

INCUMBENT:

PRIMARY PURPOSE:

NPCA Regional Directors of Development work with the Senior Managing Director and Vice President of Development to create and implement a multiyear strategy for growing the organization's major individual gift (\$10,000+) fundraising program.

The focus of this Regional Director of Development is to lead our major donor fundraising efforts in the Mid-Atlantic (MD, VA, WV, DE, DC, PA) and Southeast (AL, AR, GA, KY, NC, MS, SC, TN) regions. Reporting to the Senior Managing Director of Development, this position is responsible for an annual fundraising goal \$1,000,000+, with expectations for significant growth over the next five years and during the course of NPCA's Protecting America's Legacy fundraising campaign currently underway.

The individual will manage a large portfolio of major donors and prospects and will focus on building relationships through in-person cultivation and stewardship, averaging 15 visits per month. S/he will be actively engaged in identifying and qualifying new prospects, cultivating existing prospects, soliciting upgraded gifts and renewals, and stewarding donors. S/He works closely with Development, Executive, Program and Regional colleagues to develop and implement effective strategies for donor engagement. She/he will also work closely with Board of Trustees and Regional/National Council volunteers.

The position requires frequent travel throughout the assigned territory.

ESSENTIAL FUNCTIONS:

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| 1. Implement a major individual gift fundraising plan to increase revenue generated at the \$10,000+ level and grow the existing portfolio beyond its current threshold. Lead the execution of strategies for the cultivation, solicitation and stewardship of a portfolio of major donors and prospects averaging 15 visits per month. Work with Development, Executive, Program/Regional staff to execute fundraising strategies, using a Moves Management approach, for the ongoing cultivation and stewardship of major donors and prospects. Engage Board of Trustees, Regional Council members and other volunteers in support of fundraising efforts ensuring high quality participation and appropriate financial returns for the organization. | % of Time
60% |
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2. Stay abreast of NPCA's programs and priorities in order to identify opportunities to secure additional funding, to share updates with donors, and to engage donors in programmatic work. Develop donor proposals, concept papers, and reports that convey compelling, visionary program ideas as viable and timely funding opportunities. **20%**

Additionally, develop and manage communications internally to effectively support work with donors and prospects including: 1) inputting and tracking all activity with major donors and prospects within the donor management system—prospect plans and strategies, planned asks, interactions, contact reports and meeting notes 2) preparing briefing documents for the President & CEO, VP of Development, program staff and members of the board to use in major gift cultivation and solicitation 3) providing logistical and communication support for donor meetings involving other staff and ensuring appropriate donor or prospect follow-up to those meetings.

3. Responsible for leading and coordinating the fundraising effort of one of NPCA's signature annual events, Salute to the Parks. Partner with Director of Events to ensure attendance goals are reached and the event's financial success. Work with Executive team, VP of Development and other staff to determine event prospects, potential attendees, appropriate sponsorship and fundraising asks as well as the cultivating of prospects and stewarding of donors within the overall vision of the event as needed. Help craft fundraising ask at event and any supporting strategy if appropriate. Work with other Development staff on developing and coordinating event follow-up strategy for attendees especially assigned donors and prospects. **10%**

4. Work with the Senior Director of Development Operations and the Senior Managing Director of Development to set annual revenue goals and expense budget. Meet with Senior Director of Development Operations monthly to discuss cash flow and progress towards revenue projections. Manage activities within the allocated resources. Actively participate as a member of the major gifts team. **5%**

5. Represent NPCA at events activities including cultivation events, dinners and galas, donor and prospect meetings, professional gatherings, and speaking engagements. **5%**

OTHER FUNCTIONS:

Performs other related duties as required and assigned.

MINIMUM TOUR OF DUTY: 8:30am – 5:00pm Monday through Friday.

SCOPE OF POSITION:

The Regional Development Director is the lead fundraiser focused on donors and prospects within the Mid-Atlantic and Southeast regions. Using a donor-centered approach in cultivation, solicitation, and stewardship, this position raises unrestricted funds for the organization. The position is expected to manage much of the fundraising activities relatively independently and receives some support from others on the Major Gifts team, specifically Donor Relations, as well as the Development Operations team.

MINIMUM QUALIFICATIONS:

- A Bachelor's degree and at least five years proven experience in major gifts fundraising and successfully soliciting 5- and 6-figure asks.
- Excellent writing and oral communications skills including the ability to prepare funding proposals.
- Must be prepared to travel 50% of the time throughout the two regions.
- Proven ability to work with a wide range and diversity of constituents/clients.
- Demonstrated success working with and engaging volunteers in philanthropy.
- Must enjoy calling and visiting donors and prospects in person and be willing to work as part of the national development team.
- Demonstrated success in identifying, engaging and securing gifts from new donors.
- Knowledge of the donors and the philanthropic culture in the stated territory strongly preferred.
- Ability to set priorities, coordinate multiple projects, handle details, and work effectively under pressure with minimum supervision.
- Proficient in MS Word and Excel and database management software.
- Bilingual communications skills preferred: English/Spanish
- Demonstrates an awareness and sensitivity to the needs and concerns of individuals from diverse cultures, backgrounds and orientations.
- Contributes to the creation of a diverse, equitable and inclusive work culture that encourages and celebrates differences.

Live, honor and own NPCA's Core Values:

- **Commitment.** We are passionate about NPCA and dedicated to achieving excellence through our work and mission. We seek to improve our performance by taking opportunities for professional and personal development and encouraging reasonable risk-taking and innovation.
- **Inclusion.** We value diversity of thought, background, experience, and opinion. We create a culture of empowerment by welcoming and encouraging meaningful participation from all people and promoting an environment that embraces different perspectives.
- **Integrity.** We hold ourselves accountable to each other, our members and partners, and our mission. We evaluate the impact of our work and strive for honesty and transparency across the organization. We operate ethically in the organization's best interests.
- **Respect.** We collaborate in results-oriented teams based on trust and consideration for each other. We promote harmony between our work and our personal lives. We foster a healthy and positive workplace culture and work collaboratively with external partners.

Benefits: Please visit our website <https://www.npca.org/resources/3143-resources-for-job-applicants> to learn more about our comprehensive benefits package.

Physical Effort and Dexterity: While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

PHYSICAL ENVIRONMENT: Cubicle office setting. Position requires travel up to 10 days per month.

EMPLOYER'S RIGHTS: NPCA reserves the right to revise this position description at any time. This position description is not a contract for employment. Incumbent will be evaluated in part based upon the performance of the tasks listed in this position description.