



POSITION SPECIFICATION

Director of Development— Corporations and Foundations

The Director of Development—Corporations and Foundations will lead strategy and execution to drive deep corporate and foundation investment in creating excellence in programs and facilities for California state parks.



— Search Conducted By —





Parks California works tirelessly to make parks more welcoming, accessible, and relevant to all visitors.

ORGANIZATION BACKGROUND

Parks California is an ambitious and creative young organization working to ensure thriving parks across California. California has created the largest and most diverse park system in the world—from redwood groves and desert springs to lighthouses, urban parks, and sites of profound cultural history.

Managing these assets for nearly 40 million residents and millions more annual visitors takes collective effort. Park managers cannot do it alone. Parks California harnesses skills and resources—and California’s renowned ingenuity—to help parks thrive.

Formed three years ago as California state parks’ official statutory partner after extensive consultation with hundreds of stakeholders, park executives, and philanthropic leaders, Parks California stimulates and supports innovative public-private partnerships. These partnerships raise the visibility of California state parks and their partners, inspire passionate support for public lands, and set trends for the future of parks. Parks California also attracts new public and private funding and provides expertise and entrepreneurial approaches to high-priority projects and programs. Parks California is committed to supporting and promoting diversity, equity, and inclusion.



OUR BELIEFS

- **Parks**

We believe that parks are central to California's identity. They reflect our unique natural treasures, tell the history of our people, and reinforce our global reputation as leading environmental stewards.

- **People**

We believe that everyone deserves a world-class park experience in California. It helps us forge an important lifelong connection with nature that grows our understanding and respect for one another and the planet.

- **Partnership**

We believe that innovative partnerships are the key to making our parks the best in the world. We develop meaningful partnerships with government agencies, businesses, nonprofits, and communities to expand programs and amenities that welcome multi-generational and diverse visitors to our parks and public lands.

Vision

Vibrant, healthy California parks that welcome, engage, and inspire.

Mission

As California State Parks' statutory partner, we have a simple mission – to help strengthen parks and inspire all to experience these extraordinary places.

Values

At Parks California, we are collaborative, inclusive, innovative, adaptive, and trustworthy.

POSITION OVERVIEW AND RESPONSIBILITIES

This new position, designed to dramatically increase the organization's development capacity, will extend the recently launched Parks for Everyone campaign. The Director of Development—Corporations and Foundations will lead the organization's advancement program aimed at corporations and foundations. The successful candidate will be responsible for meeting an annual revenue target by working with an assigned portfolio of donors and prospecting new donors to advance the mission of Parks California.

Focus Areas

Strategy and Fundraising Leadership

- Develop and execute ongoing strategies to creatively solicit corporations and foundations in innovative engagement opportunities for transforming California state parks.
- Work collaboratively with other team members to create customized strategies and programs to bring funding and engagement to priority programs.
- Create an extensive portfolio of qualified prospects through cultivation events, research, and networking.
- Prepare high-quality, customized development materials.

Portfolio Management and Fundraising

- Build and manage a portfolio of corporations and foundations aligned with the mission of California State Parks and Parks California.
- Achieve an assigned annual fundraising revenue goal, including both renewable gifts and new revenue.
- Track donor records and other data in the Customer Relationship Management (CRM) system.
- Work with the Operations and Finance team to ensure accurate gift acceptance, recording, and reporting.

Prospect Development

- Identify potential prospects and partners with the President & CEO and solicit those prospects.
- Work with board members and other leadership volunteers to identify, cultivate, solicit, and steward appropriate donors.
- Implement development programs and activities to identify, cultivate, solicit, and steward corporations and foundations.
- Work to build longstanding donor relationships for Parks California resulting in increased funding.

Collaboration and Leadership

- Conceive, create, and drive innovative partnerships and relationships that engage foundations, corporations, and other new audiences.
- Seek opportunities to amplify funding by leveraging fundraising opportunities among public funds, individual donors, foundation and corporate giving, and other sources.
- Collaborate on individual fundraising, special events, and in-kind donations.
- Work with the Programs team to ensure the use of funds meets the goals and objectives of the grants.
- Execute other duties as assigned to drive and fulfill Parks California's mission.



DESIRED EXPERIENCE AND COMPETENCIES

- Demonstrated major gifts experience with corporations and foundations, with a successful track record of securing six- and seven-figure gifts (at least \$2 million annually)
- Demonstrated ability to interact directly and frequently with corporations, foundations, board members, and other constituents at all levels, and able to build and maintain productive, long-term working relationships with them
- Experience with digital fundraising strategies and social media as a means of acquiring new donors
- Knowledge of and extensive experience fundraising within corporations and foundations
- Adept at creating and implementing strategic fundraising plans
- Demonstrated success with using creativity and innovation to drive deep engagement with institutional funders
- High ethics, integrity, and sound professional judgment
- Ability to maintain confidentiality with tact and discretion
- Embrace, support, and demonstrate a commitment to diversity, equity, and inclusion
- Excellent verbal and written communication skills
- Comfortable working on a team, as well as independently, and thrives in a dynamic work environment
- Experience in a start-up or early stage company in which collaboration, communication, culture, and initiative help to define success
- Strong technical skills, including but not limited to CRM, online software platforms, and business applications such as Microsoft 365
- Ability to reason logically, take initiative, and creatively resolve issues and evaluate alternatives
- Grant writing experience is essential
- Ability to manage staff as needed
- Demonstrated commitment to the mission of Parks California

Other Qualifications

- Bachelor's degree in Business Administration, Communications, Nonprofit Management, or a minimum of eight years of nonprofit fundraising experience
- Flexibility to work some evenings and weekends
- Ability to work well remotely
- Ability and willingness to travel frequently



Compensation

A competitive compensation package, including a comprehensive benefits package, will be offered based on experience. The expected annual salary range for this position is \$120,000–130,000.

Location

The Director of Development—Corporations and Foundations is a remote position based in Northern California, with frequent time at Parks California’s San Francisco and Sacramento offices.

Start Date

Early 2022.

To Apply

Interested candidates should apply via email by sending a cover letter describing their qualifications that match the position criteria and what they will bring to the role, along with a resume, to ParksCASearch@potrerogroup.com with the subject line “Parks California, Director of Development Search.”

Please submit your application by November 1, 2021 for priority consideration.



ADDITIONAL INFORMATION

More information on Parks California can be found at <https://parkscalifornia.org/>.

For additional information regarding this opportunity, please contact

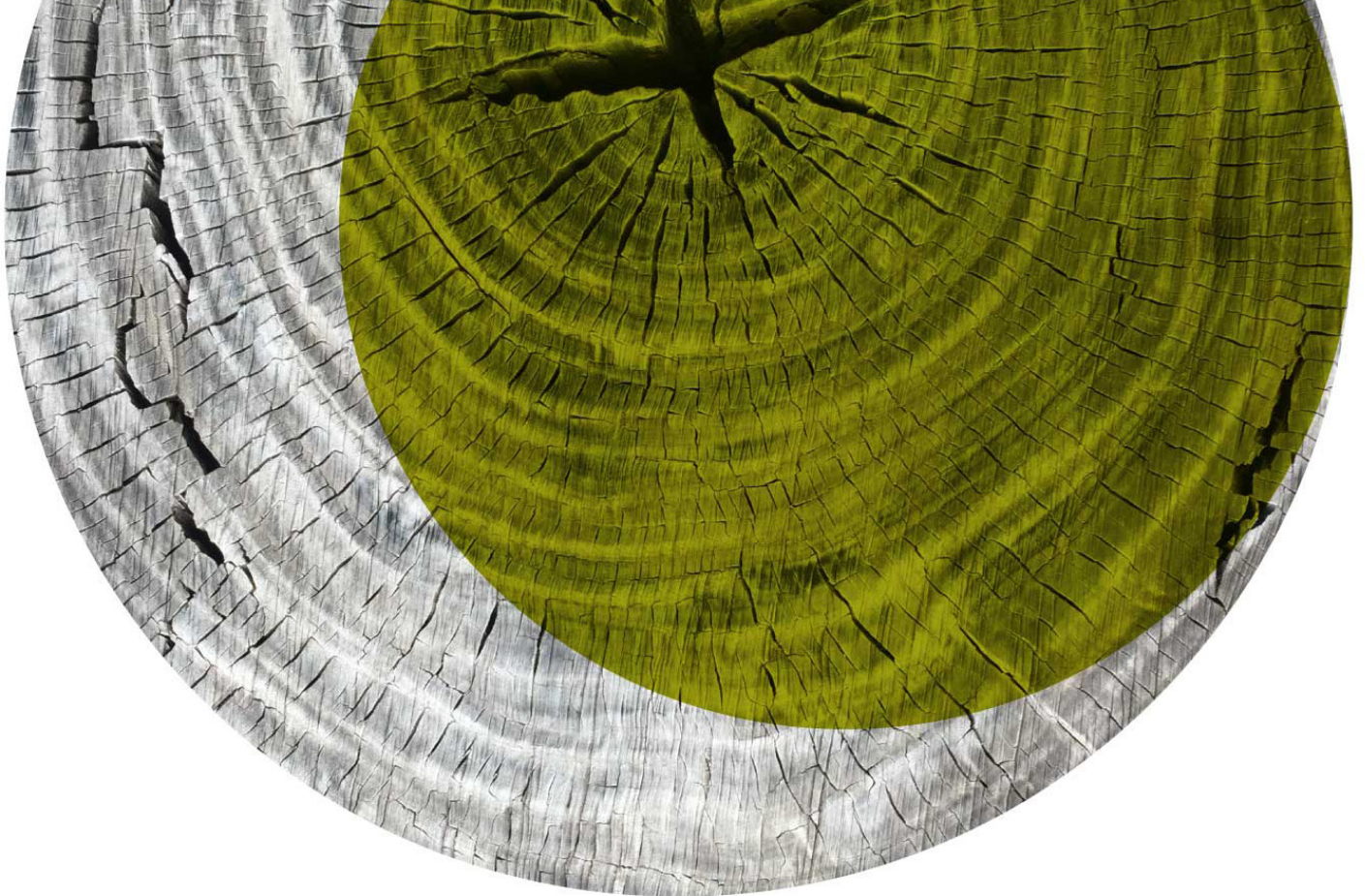
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Potrero Group

cjustis@potrerogroup.com

Parks California is an Equal Opportunity Employer.

Our effectiveness is enhanced when equity and inclusiveness are practiced and protected throughout our organizational governance, culture, and staffing. We are committed to leadership in and serving as a catalyst for promoting equity and inclusion in parks communities. Recruiting and retaining a diverse workforce is a high priority at Parks California. The organization does not discriminate based on race, color, national origin, religion, sex, gender, gender expression, gender identity, sexual orientation, physical or mental disability, military, genetic information, ancestry, marital status, age, citizenship, or any other basis prohibited by law in any of its policies, programs, or operations.



Potrero Group is honored to coordinate the Director of Development—Corporations and Foundations hiring search. Supporting a world-class conservation organization is in perfect alignment with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world.

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