



Helping **good** causes recruit and retain **great** leaders.

**Director of Institutional Advancement
Lindsay Wildlife Museum**

About Lindsay Wildlife Museum

Lindsay Wildlife Museum is a unique natural history and environmental education center where live, wild animals are just inches away. Visitors can listen to the cry of a red tailed hawk, go eye-to-eye with a gray fox and watch a bald eagle eat lunch. More than 50 species of live, non-releasable, native California animals are on exhibit.

Over 100,000 visitors enjoy the museum each year, including 40,000 schoolchildren served by education programs, tours, events and camps. Lindsay Wildlife Museum also reaches beyond the museum to offer science education programs in students' own classrooms.

Lindsay Wildlife Museum's wildlife rehabilitation program treats more than 5,000 injured or orphaned animals every year. The on-site wildlife hospital is one of the oldest and largest wildlife rehabilitation hospitals in the country.

Lindsay Wildlife Museum fosters a deep connection between people and wildlife, forging a commitment to the welfare of the natural world. More than 500 volunteers support the museum's work with over 120,000 hours in service of education, wildlife care and museum operations. The Lindsay is located in Walnut Creek and has an annual budget of \$2.4 million and a staff of 40.

The Opportunity

Reporting to the Executive Director and serving as a member of the senior management team, the Director of Institutional Advancement (DIA) is responsible for the design, implementation and management of a diversified set of marketing and resource-development strategies to support the sustainability and growth of the Lindsay's programs.

The DIA has responsibility for building the Lindsay's ongoing base of private support from individuals, foundations and corporations, and continuing to expand the museum's audience and visibility. This individual will lead a development effort that includes unrestricted funds, restricted program funds, capital funding and building the institutional endowment.

The DIA will manage a team of five comprising three direct reports (Director of Development, Director of Public Relations and Marketing, Development Associate) and two others (Database and Website Manager, and contracted grant writer.)

Specific Areas of Responsibility:

Planning, Budgeting and Management

- Develop and oversee the execution of a comprehensive resource development and marketing plan that strengthens/renews the Lindsay brand and incorporates strategies for audience and donor outreach and growth.
- Create specific plans and metrics for membership, major and planned gifts, foundation relations, corporate partnerships, special events and online giving, in collaboration with staff and board members.
- Develop an annual budget, and develop and manage benchmarks and metrics to ensure budgeted goals are met or exceeded.

Staff and Volunteer Leadership and Development

- Identify staffing needs, and recruit, hire, develop and retain a high performing team.
- Oversee the identification, involvement, training and support of fundraising volunteers. Guide the efforts and strategies for the key campaign volunteers, board members and committees in the solicitation process.
- Create and sustain strong working partnerships with other members of the senior management team, members of the Board of Directors, program staff and key volunteers.

Community Outreach

- Design and implement an outreach program to expand the cultivation and engagement of new audience members and to strengthen the visibility of the Lindsay in the local community and beyond.

Capital Campaign

- Develop and oversee the implementation of the public phase of the Lindsay's capital campaign, and ensure the attainment of the capital campaign's financial targets.

Institutional Giving

- Oversee the development and stewardship of strategic alliances and strong working partnerships with corporate funders and sponsors.
- Manage the identification, cultivation, and stewardship of foundation support, and ensure that grant requirements are met or exceeded.

Major Gifts

- Develop and sustain a major gifts program, utilizing best practices in moves management to increase number and size of gifts over time.
- Identify, cultivate, solicit and participate in strategy development and stewardship of selected major gift prospects.
- Staff board committees and provide coaching and guidance to the ED and board members to support and strengthen the board's leadership role in major gifts fundraising.

Membership

- Develop and implement new strategies for membership and renewal to support a stable, diversified, and growing base of support.
- Develop, test, and integrate new contact programs to ensure Lindsay's best return on investment in member/donor acquisition tools.

Marketing

- Oversee the creative and content development of all collateral materials for institutional and programmatic marketing, media relations and fundraising.
- Oversee the development and maintenance of a comprehensive online communications program incorporating the website, email and social media.

Development Operations and Administration

- Ensure cohesive and integrated fundraising policies and practices.
- Ensure the efficiency and integrity of donor data collection and management.

Qualifications:

Proven experience developing and implementing a significant and successful fundraising effort in an institution or organization that has a reputation for quality and excellence;

Experience managing and leading marketing and public relations efforts;

A record of measurable results in organizing and implementing such activities as annual funds, planned giving, major donor programs, corporate sponsorship, foundation giving, donor segmentation and research, membership and special events;

Demonstrated ability to work effectively with and quickly gain the respect and support of various constituencies, including Board, staff members, potential donors, and foundation,

corporate and civic leaders;

A successful track record of personally identifying, cultivating and soliciting major individual donors for annual, capital and planned gifts;

Demonstrated experience in managing people and budgets; computer literacy;

A knowledge and understanding of the Bay Area funding community and the ability to communicate the Lindsay's mission and interests to a broad audience;

A level of comfort with museums and the worlds of environmental education and animal welfare;

A track record as an effective communicator; skilled in writing and speaking; adept at crafting proposals, donor correspondence, and other kinds of materials.

Salary and Benefits

Lindsay Wildlife Museum offers a competitive compensation and benefits package. The DIA is a full-time, exempt position.

Application Process

Lindsay Wildlife Museum is an equal opportunity employer and encourages candidates who would add to the diversity of the staff to apply.

Leyna Bernstein Consulting, an executive search firm, is conducting this search on behalf of the Lindsay Wildlife Museum. Please send cover letter and resume to Leyna Bernstein at leyna@leynabernstein.com with Lindsay in the subject line. No phone calls, please.