

**Chula Vista Nature Center**  
Position Description: Director of Development

**Status:** Full-time

**Start date:** July 15, 2009

**Organization:** The Chula Vista Nature Center, uniquely located on 3.3 acres of history-rich Gunpowder Point and the Sweetwater Marsh National Wildlife Refuge, provides many significant recreational, scenic and educational opportunities to the residents of the greater San Diego area. The Nature Center is a world-class museum with hands-on exhibits and live animal displays which detail the importance of the natural resources we share and their delicate ecosystem balance.

Since 1987, the Nature Center's mission has been to serve the public by providing a quality nature center and living museum experience while promoting coastal resource conservation and environmental stewardship through education. Overlooking Sweetwater Marsh National Wildlife Refuge, the Center is one of four nature centers country-wide that is accredited by the American Association of Museums, and is an internationally recognized exhibit of plants and animals native to San Diego Bay and marsh and wetland habitats. Over the past three years, the Nature Center has welcomed almost 60,000 visitors and 400 school field trips annually who experience up-close and personal visits with endangered green sea turtles, shorebirds, hawks, sharks, stingrays, and jellyfish.

The Chula Vista Nature Center is committed to educating the public on the importance of coastal resource conservation. This is accomplished in cooperation with various partners through field trips, guided walks, classes, tours, and special projects. The Center provides tours for students of all ages from the local schools. During these field trips, Nature Center docents guide students around the Center and grounds, where they learn about the importance of watersheds, wetlands, and other coastal resources. Through a special partnership with the Chula Vista Elementary School District (CVESD), the Center's full-time Science Resource Teacher works closely with the Nature Center staff to provide environmental education programs that are integrated in their science and social studies curricula. This program enriches the lives of over 5,000 CVESD students each year.

**Overview:** CVNC is seeking a seasoned, innovative professional to direct its fundraising and donor development strategies to secure \$1 million annually to support the exhibits, programs, educational and conservation efforts. This position will be responsible to create and implement strategies for the cultivation and solicitation of a portfolio of major gift prospects, primarily focusing on individuals and foundations.

**Reporting:** This position is under the supervision of and reports to the Chair of the Friends of the Nature Center. S/he will work closely with the program managers to identify funding needs. Position is responsible to interface with the Friends of the Nature Center and lead the Fundraising Committee.

**Major Responsibilities/Duties:** The successful candidate must have an appreciation and understanding of Moves Management, donor motivations and sensitivities, and have a personal commitment to protecting and preserving nature. Success in this position requires an individual who can integrate themselves into a team that creates and maintains a collaborative and actively engage them in the fundraising process. Familiarity with the local donor community is preferred. Fundraising responsibilities include generating support for operations and new program development.

Specifically the Director of Development will:

*Fundraising Planning*

- Implement new fundraising initiatives and efforts
- Engage staff and volunteers in fundraising efforts

*Foundation and Corporate Relations*

- Research prospective foundations, corporate and government grantors
- Develop and write proposals
- Track all stages of grant research, preparation, submission, administration and reporting
- Develop new strategies for engaging corporate support including unique marketing partnerships

*Individual Giving*

- Develop strategies for engaging individual donors
- Develop and implement donor strategies including donor research, outreach, cultivation, and solicitation
- Manage and update moves management worksheet
- Manage record keeping and gift acknowledgments for donors, assuring effective administrative and operational support functions are in place

*Annual Fund*

- Oversee annual direct mail and other efforts to engage donors
- Develop and implement quarterly annual donor and membership events
- Launch efforts to effectively reach out to local ethnic and other specific groups to engage them in the Nature Center

*Board*

- Work closely with Friends of the Nature Center to further educate them about fundraising as well as encourage and keep them accountable for implementing fundraising efforts
- Work with newly assembled Fundraising Committee including defining role, initiating fundraising efforts and assigning specific responsibilities to volunteers

*Membership*

- Increase memberships through membership drive and other focused efforts
- Implement strategies to renew and upgrade memberships
- Expand membership program

*Website*

- Develop ways to utilize website for fundraising including online donations

*Events*

- Plan and produce annual event including corporate sponsorships, auction and ticket sales

**Qualifications/Skills:**

An ideal candidate will have:

- Bachelor's degree (Masters preferred, especially in the nonprofit management field)
- 7+ years fundraising experience
- Experience in soliciting major donors, writing grants, working with Boards and volunteer Fundraising Committees, creating direct mail solicitations and overseeing membership program
- Successful experience in asking for and closing a major gift of \$25,000 or more and building and maintaining long-term relationships with fundraising constituents such as major donors and corporations
- Knowledge of and/or experience in the museum or environmental field preferred
- Strong communication and interpersonal skills (verbal and written)
- Strong organizational skills (experience/interest in developing systems and policies a plus)
- High attention to detail and ability to carry out assignments in a timely and thorough manner
- Working knowledge of donor databases
- General computer knowledge and experience with Microsoft Word, Excel, Outlook, and donor databases

**Compensation/Benefits:** Salary commensurate with experience, paid leave (holidays, vacation, and sick leave); health benefits; work location at the Chula Vista Nature Center

This job description is intended as a guide to the general job responsibilities and is not inclusive of every duty the employee is expected to perform.

Chula Vista Nature Center is an Equal Opportunity Employer.

**Contact:** Please submit a cover letter and resume in electronic form to [kerry@cvnc.us](mailto:kerry@cvnc.us).

Thank you.

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