

## DIRECTOR, DEVELOPMENT AND MARKETING

### Announcement

Outstanding career opportunity with a bi-national organization whose mission is to connect people and communities with the natural resources that nourish and sustain them. The ideal candidate will have a minimum of eight years' experience marketing and fundraising overseeing multiple staff and management functions. If you are ready to help make the West great again then keep reading and prepare yourself for an opportunity like no other.

### Who we are

Sonoran Institute is one of the leading and most innovative environmental organizations. Founded in Tucson, Arizona, in 1990, we are currently working throughout the Colorado River basin in the US and Mexico to protect land, restore rivers, and adapt climate change. We are part of a binational coalition leading efforts to restore the Colorado River Delta and, in 2017, we secured a huge vote of confidence from water users in the US and Mexico with signing of a new binational agreement that will allow us to scale up our restoration efforts in the Delta. Mexicali Fluye, another major program of ours, is working with neighborhoods to clean up agricultural drainages and lagoons throughout the city. The removal of trash and plantings are creating green corridors that help improve community health and local quality of life.

### General Overview

The Director of Development and Marketing (DDM) is responsible for development and implementation of the marketing and development strategy for the Sonoran Institute, integration of the marketing strategy, organization's development plan, and for supervision of marketing and development staff. This includes managing a portfolio of major gifts and developing a corporate strategy and developing corporate relationships to support the mission of the Sonoran Institute through financial support, cause marketing, sponsorships and licensing. The DDM will be responsible for prospecting, partner and donor cultivation, solicitation (often in tandem with the Chief Executive Officer (CEO), development staff, program directors and program staff), management and stewardship, proposal strategy, contract negotiation, management of consultants and contractors, and management of marketing, recognition and benefits related to corporate partner commitments.

### Key Responsibilities

- Develop and manage a portfolio of 100+ prospects and donors to engage and solicit for fundraising. This portfolio serves as a pipeline for new Hummingbird Circle members
- Work closely with the Executive Team, board members and lead program staff to develop and implement annual and major gift strategies, and to prepare written proposals for donors and donor prospects. Support them in actively managing their personal portfolios of prospect and donor accounts
- Manage donor relations through a vigorous communication plan, personal visits, phone calls, and small events
- Ensure donors are appropriately recognized and engaged in the mission of Sonoran Institute
- Develop and manage direct mail appeals, including but not limited to annual appeal
- Raise funds for annual operations, strategic programs, endowment fund, and future support
- Engage donors in conversation regarding various ways of giving such as outright, workplace, deferred, in-kind, stock, and personal solicitations; promote planned giving and engage supporters in Legacy Society
- Write grant applications, gift proposals and related donor reports
- Plan and implement special events and field trips to engage supporters; plan and manage Board events
- Develop and deliver marketing and communications strategies for the organization; communicate marketing plan to whole organization; ensure that marketing objectives are implemented by the marketing team
- Oversee implementation of the marketing strategy - including campaigns, events, digital marketing, and PR
- Develop and implement the brand strategy
- Achieve financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions
- Assure sound fiscal operation of development function including timely, accurate gift income and expense budgets, department financial monitoring and reports
- Support Executive Team and Board Committees with reports; provide them with necessary tools to meet fundraising goals

## Education & Experience

- Bachelor's degree in a relevant field, including but not limited to business, environmental sciences, communications or liberal arts
- A minimum of 8 years of experience in marketing, fundraising, including grant writing, direct mail, donor relations, special events. Energetic, outgoing, flexible, creative, and a proactive problem solver

## Required

- A commitment to natural resource conservation
- Excellent project management and organizational skills
- Excellent written and verbal communication skills
- Ability to prioritize and balance multiple projects simultaneously
- Experience with web-based tools and collaboration
- Proven track record in developing and implementing successful fundraising campaigns
- Proven track record in securing major gifts from individuals, foundations and corporations
- Experience managing WordPress site
- Excellent knowledge of Microsoft office
- Current, valid US Passport and valid driver's license

## Desired

- Demonstrated experience creating digital media pieces (e.g., video, infographic, multimedia)
- Marketing Communications experience in copywriting, graphic design (Adobe CS), or PR
- Video & photo editing experience (Adobe CS / Adobe Premier or similar)
- Bi-lingual; ability to read, write, and translate documents from Spanish to English/English to Spanish

## What Sonoran Institute Offers Employees

We offer our employees a comprehensive benefits program that includes: employee only medical 100% paid, dental base plan 100% paid, employer paid life and LTD, flexible spending account, retirement plan with employer match, paid holidays, paid time off (20 days first year), and also voluntary vision, STD, and life insurance.

This position will be located at Sonoran Institute's downtown Tucson headquarters, a modern workspace in the heart of Tucson's revitalized core about 2 miles from the University of Arizona Main Campus. Our location offers excellent access to the modern street car and secure bike parking.

## How to Apply

Please submit cover letter and resume to [careers@sonoraninstitute.org](mailto:careers@sonoraninstitute.org).