



JOB ANNOUNCEMENT

Donor Engagement Manager



Who We Are

Founded in 1989, The Laguna de Santa Rosa Foundation is a watershed-based nonprofit whose mission is to restore and conserve the Laguna de Santa Rosa and the surrounding watershed, and inspire public appreciation of this RAMSAR wetland of International importance. We collaborate with many stakeholders to restore and conserve the Laguna. The Foundation is involved in various vital efforts in the watershed through our partnerships, including restoring native habitats, invasive species, Sonoma County native plant propagation, and vernal pool stewardship. We focus on improving the environment for wildlife and people, and teaching about the Laguna in the classroom and at outings for all ages.

Are you passionate about building lasting relationships and driving impactful change? We're excited to announce an opportunity for a dynamic **Donor Engagement Manager** to join our team! In this pivotal role, you'll work closely with our Executive Director and Development Program Manager to expand and nurture our donor base, ensuring the Foundation's mission and programs continue to thrive. You'll craft compelling fundraising strategies, lead engaging donor events, and spearhead initiatives to boost both financial support and public awareness. If you're a motivated individual with a knack for relationship-building and a desire to make a meaningful impact, we'd love to hear from you!

Principle Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Cultivate relationships with current and prospective financial donors, including corporate leaders, foundations, and individuals, expanding donor base and community engagement.
- Work in close partnership with the Executive Director in implementing strategies to sustain and increase major donor giving levels, including donor research, scheduling meetings, and preparing materials.
- Represent Laguna externally, engaging in community events, speaking engagements, and donor cultivation activities, often requiring availability on evenings and weekends.
- Plan and manage all fundraising events for the Laguna Foundation, coordinating staff and volunteer committees, developing event timelines and tasks, managing invitations, designing materials, securing vendors, sponsorships, auction items, and other event needs.
- Lead the Public Communications Team, ensuring consistent and impactful communications across all platforms to inspire philanthropic support through coordinating the content creation, messaging, and branding of marketing materials, periodicals, social media, the organization's website, press releases, and other campaigns.
- Lead the coordination of creating annual appeals and mailings, collaborating on key messaging, copy writing, photo selection, and graphic design of letters and envelopes with other team members.
- Oversee the production of the Annual Impact Report, guiding message selection, supporting copy development, and ensuring timely completion post-fiscal year with the Director of Administration and other team members.
- Serve as the primary staff liaison to the Board Advancement Committee, overseeing key metrics to forecast and achieve annual fundraising goals in close collaboration with the Executive Director

More on next page.

Supervisory Responsibilities

- This position has project-based supervision of support staff and volunteers.

Required Education and Skills

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements and desired elements listed below are representative of the knowledge, skill, and/or ability necessary to fulfill the primary duties and responsibilities. *Note that experience includes lived experience, traditional knowledge, volunteer experience, school or coursework, work experience, and other related qualifications, skills, and experience.*

- Minimum of 3 years of experience in nonprofit organizations, focusing on fundraising, marketing, communications, or related duties.
- Associate's or Bachelor's degree or equivalent certification in fundraising, nonprofit administration, business management, development, or a related field.
- Proven track record in annual, major, and/or planned giving campaigns, including successful acquisition of donations and management of fundraising events.
- Prior experience planning, budget tracking, goal setting, and executing fundraising and donor engagement events.
- Strong written and verbal communication skills to engage donors and stakeholders from diverse sectors and demographics, with experience in public speaking.
- Experience leading and motivating teams of fundraising staff, board members, and volunteers.
- Proficiency in fundraising software and tools for progress analysis, donor research, auction management, and communications. Experience using Bloomerang highly desired.
- Knowledge of fundraising strategies and principles, and tax planning principles that support charitable giving.
- Excellent organizational and time management abilities to ensure project deadlines are met.
- Proficiency in Microsoft Office Suite, Google Suite, or similar software.
- Proficiency using social media platforms with examples of development, execution, and positive results of fundraising or marketing campaign.
- Experience developing marketing content using graphic design platforms. Adobe applications experience (InDesign and Photoshop) highly desired.
- Exceptional interpersonal skills; capable of working both independently and collaboratively within a team.
- Commitment to cultural competence and advancing justice, equity, diversity, and inclusion initiatives.

Desired Education, Skills, and Experience

- Prior experience with the philanthropic community in Sonoma County or the greater San Francisco Bay Area is highly desired, and experience in the environmental, conservation, or land management field is also desired.
- Certified Fund-Raising Executive (CFRE) or similar credential desired.
- Proficiency in speaking and writing in Spanish is highly desired.

Certification, Training, or Security Clearance Requirements

- Valid Class C Driver's License and clean driving record.
- A criminal history and DMV record check is required before employment (post conditional offer).

If not already certified, the Laguna Foundation will provide employees with the following:

- CPR/AED Certified Training. Must complete training within 30 days of hire and every two years thereafter.
- Sexual Harassment Prevention Training. Must complete one-hour training within 30 days of hire and every two years thereafter.
- Mandated Reporter Training. Must complete training within 30 days of hire if not already completed.

More on next page.

Position Type/Compensation

Starting Salary Range: \$30.75- \$32.00 per hour. We offer a competitive benefits package that includes employer-sponsored health, dental, and vision insurance including up to 90% employer-paid premium; accrued vacation, two-weeks paid sick leave frontloaded annually, 14 paid holidays, two paid personal days; and participation in a 403(b) retirement plan.

Expected Hours of Work

This is a full-time salaried position of 40 hours a week, with eligibility for a flexible work schedule and a hybrid office/remote workplace arrangement. This position is not eligible for a full-remote schedule, and a minimum of 60% of work hours must be done in the office each week. Days and hours of work for full-time employees are generally 8 hours a day on Monday through Friday with flexible scheduling between 8:00 a.m. to 6:00 p.m. Occasional evening and weekend required.

Travel

Travel is primarily local during the business day; reliable transportation is required; ability to use personal vehicles for work-related errands.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear; work at a desk/computer in a shared workspace for several hours at a time; frequently required to sit and use hands; occasionally required to reach with hands and arms; must occasionally lift and/or move up to 25 pounds; specific vision abilities required by this job include close vision and ability to adjust focus; physical demands include writing/typing, use of computer and paper files, answering phones, attending meetings. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate.

Organizational Mindset/Values

The successful candidate will be a dynamic person, possess integrity, be flexible, and a creative team player. They will be driven by a passion for the sustainability of our natural environment and action-oriented change. They will thrive in situations where multiple and diverse demands are involved, adjust to changes in a growing organization, and be comfortable working in a team-oriented culture with an evolving non-profit fundraising environment. They will be a strong connector and build relationships with our stakeholders and seek out new opportunities to connect with our community. They will be highly organized, detail-oriented, self-directed, and resourceful with ability to take initiative and follow-through on independent projects. They will demonstrate a commitment to diversity, equity, inclusion, and social justice through continuous learning, modeling inclusive behaviors, and proactively managing bias.

How To Apply

Please submit an email to jobs@lagunafoundation.org with “**Donor Engagement Manager**” in the subject line or mail to the address below. Please include a letter of interest, resume, and a sample of your writing. The names and contact information of at least three professional references will be requested if selected to the final round of interviews. No phone calls. Do not submit a photo. **Apply Today! Applications will be accepted until position is filled.**

Mail Resume to: Laguna Foundation, 900 Sanford Road, Santa Rosa, CA 95401. www.LagunaFoundation.org

The Laguna de Santa Rosa Foundation is an Equal Opportunity Employer. All employment decisions are made without regard to race, color, religion, gender, sexual orientation, gender identity/expression, national origin/ancestry, age, disability, marital or veterans status, or any other status protected by laws or regulations. We strive to employ a staff that represents the communities we serve and work in. All Genders, LGBTQ+, Black, Latinx, Indigenous, and People of Color are strongly encouraged to apply.