Norman Bird Sanctuary
Development Manager

About Us
Norman Bird Sanctuary in Middletown, Rhode Island welcomes thousands of visitors each year to our 300-acre campus and 7 miles of hiking trails. In the 73 years since our founding, the property in our care includes thriving wildlife habitats from grasslands, forests, rocky ridges, salt marsh, and dunes to sandy beach. Our facilities include a welcome center, an upgraded historic barn and farmhouse, an artist’s studio, several classrooms, and a coastal education center. Visitors of all ages and backgrounds explore the main campus and trails and participate in hundreds of educational programs throughout the year.

With a fun and team-oriented staff, a highly engaged board of directors, and an operating budget of $1.8 million, we work to fulfill the mission of our founder, Mabel Norman Cerio, who created Norman Bird Sanctuary through a bequest in 1949. Our mission is to protect and steward the diverse habitats in our care, while providing opportunities for people from all walks of life to learn from and enjoy the largest contiguous open space on Aquidneck Island.

Employment Opportunity
Norman Bird Sanctuary seeks a year-round, full-time Development Manager to assist the Director of Development with the development and fundraising operations of an environmental education center and wildlife refuge. The position is responsible for assisting with all development functions including: growing our major gifts program, increasing annual giving and planned giving, managing the membership giving program, implementing fundraising and capital campaigns, developing corporate sponsors, and organizing and implementing fundraising and cultivation events.

Responsibilities
Specific responsibilities and duties include:

**Development (50%)**
- Lead new member acquisition initiatives, manage monthly membership renewals, and coordinate special appeal mailing and email campaigns.
- Support the front desk staff with soliciting in-person visitors to join as members as well as sending monthly renewal reminders via mail and/or email.
- Process incoming donations, memberships, and grants, ensuring donor/member/grantor data is updated in our database, acknowledgement letter is sent, and payment is successfully received.
• Optimize database coding and processes for efficiency and ease of segmentation in fundraising, event invitations, and informational communications; create and deliver database reporting.
• Manage and implement audience segmentation and mail merges for mail and electronic communications; manage assembly of bulk mailings and coordinate with external suppliers.
• Assist with the implementation of annual appeal letters, emails, and other strategies to advance annual appeal goals.
• Manage development calendar, including grant-related deadlines, Committee meetings, and events.
• Assist with development reports for Board and Committee meetings.
• Support Development Committee meetings.

Sponsorships and Corporate Relations (20%)
• Support the Director of Development in the acquisition of new in-kind, individual, and corporate sponsors, and drive retention strategies.
• Track all solicitations with sponsors and sponsor prospects.
• Track and ensure delivery of sponsor benefits and in-kind donations.
• Assist with new sponsor prospects.
• Assist in maintaining relationships with sponsors through proactive stewardship and timely correspondence, with goal of retaining year-over-year engagement.

Special Events (30%)
• Serve as the primary individual responsible for planning and executing a full, varied calendar of events.
• Develop event plans, fundraising goals, and objectives that support event strategies. Manage the implementation of fundraising plans, ensuring that adequate resources are provided to successfully accomplish goals and objectives.
• Ensure that the donor database is updated for all events to track donors and potential prospects.
• Support and attend educational programs as needed, contribute to planning and execution.
• Procure auction items and in-kind donations.
• Track and report in-kind donation totals, event expenses and revenue, volunteer engagements, and other event data.
• Manage the budget for events, ensuring that revenue and expenses are effectively managed and adjusted throughout the fiscal year as indicated or needed; provide progress reports and revenue/expense projections to Director of Development, Director of Finance and Administration, and Executive Director.
• Use market research and event trends to develop future schedule of events.
• Ensure high-end customer service for the event attendees with timely acknowledgments and year-round stewardship.
• Set revenue goals, track, and present fundraising progress for each event.
• Maintain and report out event documents, including Event Plan, Event Timeline, Event Layout, Volunteer Details, and more.
• Work closely with Marketing and Communications Manager for event-related needs.
• Maintain and grow high-caliber volunteer base for events through outreach to individuals, community-based organizations and groups, colleges/universities, and corporations as needed.
- Identify event-related volunteer positions needed and ensure that positions are sufficiently filled.
- Ensure event volunteer behaviors and performance are aligned with the values of Norman Bird Sanctuary.
- Provide timely feedback and coaching to improve event volunteer performance and behaviors; create and provide event volunteers with tools and resources leading up to and during event.
- Maintain event volunteer schedule and database.
- Initiate volunteer feedback through surveys and other means.
- Facilitate the day-to-day operations of and efficiently respond to inquiries related to third-party/ DIY fundraising.
- Coach and steward third-party event organizers, with the goal of maintaining the Sanctuary as the primary recipient of third-party event funds raised and increasing revenue year over year.
- Track and maintain required contracts and tools.

**Position Details**
This is a full-time position, 40 hours per week (9 am to 5 pm), Monday through Friday. Occasionally requires evening and weekend work. The position is at-will, salaried, with full benefits. The salary is commensurate with experience. Norman Bird Sanctuary is an equal opportunity employer and encourages applicants of all genders, race, ethnicity, sexual orientation and persons with disabilities to apply.

**Qualifications**
Strong experience with fundraising databases and Microsoft Office required, particularly Word and Excel. Experience with DonorPerfect strongly preferred. Bachelor's degree and three years of development or related work experience preferred.

**Application Submission**
Please send cover letter outlining specific development and event experience, resume, and two references to msullivancarr@normanbirdsanctuary.org. No phone calls, please. Open until filled.