Title: Development Manager

Organization: Oakland Parks and Recreation Foundation (www.oaklandparks.org)

Organization Location: Oakland, CA

Reports to: Executive Director

Hours: 32 hours, may increase to 40 over time. Occasional weekends and evenings

Opportunity:
The Oakland Parks Foundation (OPRF) seeks a Development Manager to increase the organization’s impact in Oakland by expanding its capacity to inspire giving to support parks and recreation centers. The ideal candidate is a critical thinker and an excellent communicator with marketing expertise, who is passionate and curious about Oakland, its people and its parks. The Development Manager brings a proven track-record of fundraising and donor development and must be able to meet OPRF’s fundraising opportunities and challenges. The best candidate will have a strong commitment to fostering equity and diversity in socially and environmentally just and inclusive communities.

Duties:
The Development Manager will lead in collaboration with the Executive Director on:

1. Responsibilities
   - Multi-year planning for funding growth in the organization and its targeted impacts in alignment with OPRF’s vision, mission, values, and goals and for connecting Park Foundation activities with donor and partner cultivation
   - Communication strategy in alignment with development plan
   - Annual development, fundraising, and communications calendar
   - As OPRF evolves and grows; maintain alignment between fundraising approaches and mission, goals, values

2. Development
   - Year-round fundraising campaign to individual and corporate donors
   - Major donor cultivation and service; major and grassroots donor relations
- Corporate sponsorship for events and park improvement projects
- Bequests / legacy giving

3. **Fundraising**
   - Donor cultivation, including fundraising events; annual fundraising gala, house parties, business community event, and other fundraising events throughout the year
   - Targeted fundraising for capital projects

4. **Communications and Marketing**
   - Development of consistent representation and articulation of OPRF’s mission
   - Marketing and social media for fundraising and development initiatives
   - Bi-monthly snail-mail and e-newsletters
   - Compelling annual reports in partnership with Executive Director

5. **Administration**
   - Full utilization of Salesforce donor database with support from administrative staff person
   - Timely appreciation of all donors and contributions
   - Timely follow-up to fundraising and mission-driven activities
   - Institutional development and documentation of development, fundraising and communication practices and processes
   - Must be able to lift 30lbs or more

6. **Board of Directors / Board Development Committee**
   - Board cultivation as donors and/or fundraisers
   - Staff lead on Board Development Committee for integrated, collaborative partnership
   - Maintain annual development calendar

**Characteristics / Qualities:**
Independent (a self-starter), collaborative, organized, detail-oriented, positive, resilient, fair, honest, kind

**Skills:**
1. Fundraising utilizing wide range of strategies with diverse donor base
2. Communication: Facility with visual, graphic and written story-telling; excellent verbal, written, and public presentation
3. Critical thinking
4. Digital marketing
5. Project management
6. Database management (Salesforce, Raiser’s Edge, etc.)

**Experience /Background:**
1. College degree
2. At least 3 years of development or communications experience
3. Proven track record
4. Knowledge of and experience working in the Oakland and/or greater Bay Area philanthropic community

Benefits:

1. Ten paid Federal Holidays
2. PTO
3. Partial coverage of health insurance costs
4. Family Friendly Work Environment

Mission and Background:

The Oakland Parks and Recreation Foundation supports parks and recreation programs for everyone in Oakland.

We believe that Oakland’s parks are a key part of the solution for Oakland to be vibrant, livable, equitable, and resilient. We are dedicated to ensuring that our parks are accessible for all of Oakland’s communities, and that they serve as welcoming, active, recreational and cultural hubs, as well as offering green and community resources central to climate change resilience and emergency readiness.

As a citywide non-profit specializing in partnerships, OPRF has a far-ranging impact. The Parks Foundation provides fiscal sponsorship and management, strategic guidance, and technical support for capital improvement projects and a network of more than 100 grass-roots community and municipal groups. OPRF raises money and manages funds for City camp and swim lesson scholarships, and other programs offered by Oakland’s Parks, Recreation and Youth Development (OPRYD) department. OPRF provides funding and support for park improvements from playgrounds to skate-parks, sport fields, and park facilitates.

TO APPLY:
Send cover letter, resume and writing sample to admin@oaklandparks.org by Thursday, October 24
Subject line must read: Development Manager
(No Phone Calls Please)