



## **GENEVA LAKE CONSERVANCY POSITION GUIDE**

Director of Development

### **About the Position**

The Director of Development reports directly to the Executive Director and will work closely with the board Fundraising Committee and Community Outreach Manager to help develop and tell the story of the many facets of the Conservancy's mission and potential. This position is responsible for the strategic development, organization, expansion and assessment of all philanthropic avenues to increase financial support for the Geneva Lake Conservancy. This will include leading all aspects of the Conservancy's fundraising plans, including major gifts, annual giving, corporate/foundation relations, sponsorships and, planned giving.

A successful Director of Development will have excellent relational skills, a deep commitment to the mission of conservation, entrepreneurial skills, creative problem solving skills, be goal driven and be a leader of developing strategies and tactics to further grow the organization. This role oversees the Community Outreach Manager and works closely with the Conservancy's part-time Accountant. This role requires an individual who is adept at making conversation and demonstrates ease and confidence in navigating relationships with donors and community members. A particular focus will be on strengthening the board's philanthropic engagement by using each member's skill set and seeking their support with fundraising and networking.

This candidate may come from a less traditional background or not fit every single criterion. The Conservancy may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

**Position qualifications:**

- A bachelor's degree is recommended.
- Three to five years of experience in leading a development team and major capital campaigns.
- Demonstrated ability to prospect, cultivate and manage new donors, while effectively inspiring and retaining the Conservancy's existing donor base.
- A work style that prioritizes both relationships and results and building long-term relationships with senior leaders, staff, boards, volunteers and donors.
- Excellent writing and public speaking skills.
- Experience with Development technology and donor base management software.
- A proven track record of building a development program, achieving revenue goals, major gift solicitation and donor cultivation, thorough understanding of diversified funding base and seasonal donors.
- Strong organizational skills, with the ability to manage multiple projects simultaneously and meet deadlines
- Strong analytical skills, with the ability to interpret data and make informed decisions
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and other relevant software tools
- A connection past or present to the Walworth County area is desired but not required.

**Compensation and Benefits**

The salary range for this position is dependent on experience. The Conservancy offers a yearly stipend for health insurance, generous vacation package, retirement matching up to 4 percent of salary within the employer-sponsored 401k plan, and disability and worker's compensation insurance.

**About the Geneva Lake Conservancy**

The Geneva Lake Conservancy is a land trust accredited by the National Land Trust Accreditation Commission recognizing it for following the highest standards of excellence and ethics. Formed in 1977, the Conservancy's mission is to protect and restore the land and lakes of Walworth County and beyond. It has used land purchases and donations as well as conservation easements to protect more than 3,500 acres and manages five public nature preserves. Since 2017, the Conservancy has almost doubled its protected land and staff size and has become the leading land trust in Southeast Wisconsin outside the Milwaukee area. It has seven full- and part-time staff members and a budget of more than \$750,000. The Conservancy board is composed of 20 members with a diverse array of talents. The Conservancy's partners include Ducks Unlimited, Wisconsin Department of Natural Resources, Gaylord and Dorothy Donnelley Foundation and many other public and private conservation organizations. The Conservancy offers two additional lake and land restoration programs to its supporters – Conservation@Home and Keep It Blue. It also is leading the effort to complete a new Management Plan for Geneva Lake working with the

Southeast Wisconsin Regional Planning Commission. In 2020, the Conservancy received Gathering Waters' Land Trust of the Year Award.

### **About the Area**

The Geneva Lake Conservancy's offices are located in Fontana-on-Geneva-Lake in south central Walworth County. They are located 1-1.5 hours from Chicago, Milwaukee and Madison. Fontana is a small town on the western shores of Geneva Lake. Surrounded by several small communities (Williams Bay, Lake Geneva and Delavan), the area has high quality public schools, easy access to major metro areas and airports and reasonable living costs. The landscape of this area includes Geneva Lake as well as dozens of smaller lakes for swimming, kayaking and boating as well as ample hiking trails in Conservancy preserves and that of the 22,000 acre Kettle Moraine State Park. There is a wealth of excellent restaurants, theaters and cultural activities.

### **Equal Employment Opportunity**

The Conservancy provides equal employment opportunity for all applicants and employees regardless of their race, color, religious creed, national origin, sex, sexual orientation, age, genetic information, ancestry, disability, veteran's status or any other characteristic.