



December 2018

Position: **Comprehensive Campaign Manager**  
Supervisor: Executive Director  
Committees: Campaign Committee/Cabinet  
Employment Type: Full Time, Exempt  
Compensation: Competitive salary based on skills and experience  
Hours: Generally, M-F with some nights and weekends

### **Job Summary**

The Comprehensive Campaign Manager (CCM) will spearhead a major fundraising campaign for Solano Land Trust (SLT), building momentum for significant land conservation, public access, and land stewardship initiatives. The CCM will manage both strategic and tactical aspects of the campaign, from the quiet (planning) phase, through launch and implementation of the public phase. The role entails working collaboratively with the Campaign Consultant and Solano Land Trust leadership (Executive Director and Board of Directors); creating and working with a Campaign Cabinet; and leading the SLT development team. The position reports to the Executive Director, is a member of the staff leadership team guiding overall SLT operations and planning, and oversees priorities to ensure that the top \$1M+ campaign solicitations are researched, prepared and completed in a timely fashion. The CCM also works closely with Leadership Gifts to ensure a robust pipeline and strategic cultivation of major gift prospects for the campaign.

This position is an ideal opportunity for a high-performing, collaborative development leader who wants to foster beneficial people-land connections in Solano County.

### **Responsibilities**

- **Campaign Planning & Leadership (70%)** - Work with the Executive Director, Campaign Consultant and SLT's Development team to refine and update the Campaign Case for Support; develop a strategic plan for the public phase of the campaign including an integrated campaign communications plan; lead development of campaign print and digital communication tools; form the Campaign Cabinet; and queue up public launch of the campaign; work with the Solano Land Trust leadership, consultants and volunteers to implement strategic direction of the campaign; directly manage a portfolio of principal and major donors; manage campaign volunteer engagement via the Campaign Cabinet and

their networks; manage the pipeline of individual, foundation, and corporate campaign prospects; oversee prospect research; prepare briefing memos; make internal and external presentations; oversee preparation and delivery of proposals, campaign-related correspondence and collateral materials; and coordinate SLT's grant-seeking efforts so they contribute to an integrated fundraising campaign.

- **Campaign Administration (10%)** Ensure thorough documentation of all campaign meetings and moves; oversee data management in Donor Perfect; and manage campaign expense budget and expenditures
- **Development and Communications Program Leadership and Management (20%)** Lead overall fundraising, communications and marketing efforts for Solano Land Trust; ensure consistency of communications and marketing efforts with the Comprehensive Campaign; lead, inspire and manage Development and Communications staff; manage contracts; oversee Fundraising and Community Engagement Committee; develop and manage budget for the overall Development and Communications program. Note that the Comprehensive Campaign will encompass the vast majority of SLT's development and communication efforts during the course of the campaign.

**The Comprehensive Campaign Manager is accountable for delivering the following outcomes, with details specified in the employee's annual work plan:**

1. A coherent, compelling fundraising campaign that grabs the interest of Solano County community members, SLT supporters and new funding prospects, resulting in substantial ongoing support for SLT's land conservation, public access and land stewardship work.
2. Effective management and documentation of fundraising efforts and results that facilitates donor cultivation, demonstrates consistency with Land Trust Alliance standards and practices (for SLT's accreditation), and helps inspire confidence in SLT's management and use of contributions.
3. A cohesive, effective Development & Communications team (staff and partners), as measured through objective indicators like fundraising results, positive community feedback; and qualitative indicators like cooperative problem-solving and creativity.

**The Comprehensive Campaign Manager will also be expected to make contributions in the following areas:**

1. Timely, substantive input to SLT's annual program/budget development and tracking as it relates to the Development and Communications programs. May include proposals for new projects or initiatives.

2. Participation, with the Executive Director and other program managers, in SLT's staff leadership team that guides overall operations and planning.
3. Positive SLT culture, as described in the following organizational statement:

*Every team member at SLT is considered a **leader** who embraces the role they have been assigned and encourages **colleagues** to be their best through effective **communication, collaboration** and shared **values**. As a small organization, we are **self-starters** and are **flexible** to the ever-changing circumstances. We operate from a place of **integrity, trust, and personal responsibility** with the goal of representing SLT in a positive way. We have mutual **respect** for one another and use **discretion** in all business dealings and communication.*

## **Position Requirements**

### Essential Requirements

- Bachelor's Degree
- Minimum of 5 years' experience in fundraising management or similar position
- Proven skills as a strategist with the ability to craft and articulate the Solano Land Trust strategic plan and vision
- Ability to engage volunteers, peers, supervisors and subordinates in this vision, and to build and institutionalize that vision into a culture of philanthropy.
- Superior interpersonal skills, with demonstrated ability and experience working with a wide variety of stakeholders including current and future donors, Boards of Directors and volunteers
- Strong employee development and performance management skills
- Strong analytical skills and a demonstrated competence in designing, planning, and managing a successful fundraising campaign
- Demonstrated proficiency in using Microsoft Office programs and customer relationship or donor relationship database
- Valid driver's license

### Other Desirable Skills and Knowledge

- Demonstrated track record in closing \$100,000+ philanthropic gifts.
- Previous experience in managing a comprehensive fundraising campaign
- Familiarity with planned giving and the ability to generate planned giving donor calculations
- Knowledge of prospect management systems and moves management of donors

## **Benefits**

SLT provides a portion of the employee's health, dental, and vision insurance; matches up to 3% of employee's contribution toward their 403.b retirement account; and provides eleven paid holidays and two weeks of vacation per year.

