

ASSOCIATE DIRECTOR OF ADVANCEMENT



Direct Supervisor:	Advancement Director, Alice Baker		
Department:	Advancement	Job Category:	Category 1
Location:	Richmond, VA	Travel Required:	Limited, Local in Central VA
Level/Salary Range:	Commensurate with experience	Exempt/Non-exempt:	Exempt
Contact:	Alicebaker@lewisginter.org	Position Type:	Full-time
Date Posted:	January 14, 2019	Posting Expires:	Until Filled

Garden Overview

Lewis Ginter Botanical Garden was founded in 1984 as a community oriented, non-profit garden. After 33 years, the Garden now encompasses 82 acres, four lakes, 5,500 unique taxa of plants within 15 distinct outdoor gardens, 11 major buildings including a conservatory and greenhouse, plus an 80-acre branch site, the Lewis Ginter Nature Reserve. In 2017 we welcomed, taught, energized, and engaged over 400,000 guests with stunning botanical displays, inspiring exhibitions, entertaining activities, and over 800 formal and informal education offerings. We embarked on new and promising community engagement initiatives through the Beautiful RVA movement. We updated the strategic plan and continued priority project planning within the scope of the 2016 master site plan. Our 100 full- and part-time staff joined with 650 volunteers and 13,000 member households to live into the Garden's mission to connect people through plants to improve communities.

We do this through a broad variety of mission related activities and enterprise business services. We try to pattern ourselves on extraordinary programs and institutions nationwide, and where there are no examples, we intend to lead. We aspire to be a Garden that is representative in every way of the diverse community we serve.

Job Description

The Associate Director of Development will collaborate on all aspects of the Garden's development initiatives. S/he will develop and execute Annual Fund and Membership strategies to provide steady and significant growth in both. Membership personnel will report directly to the Associate Director of advancement. The Associate Director of Advancement will identify Annual Giving donors for greater engagement with Lewis Ginter. S/he will manage a portfolio of 50-75 individuals through a moves management-style process and develop a comprehensive program of focused solicitation strategies to convincingly present the Garden's priorities and cases for support. The Associate Director of Advancement will develop engagement, fundraising and personalized stewardship plans for donors of \$5,000+ and will be responsible for securing major gifts to the Garden.

**LEWIS
GINTER
BOTANICAL
GARDEN**

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The Associate Director of Advancement reports to the Advancement Director.

The successful candidate will be a development professional with broad-based knowledge of all development functions. S/he will possess a thorough knowledge of best practice in development and will have experience in multiple development functions. The successful candidate will have a work history that demonstrates creative, innovative approaches to Annual Fund design and donor cultivation with a proven record of success in securing lead annual fund gifts.

Essential Duties and Responsibilities

- Create and execute AF and Membership campaigns meeting revenue and donor/member target goals
- Supervise Membership personnel
- Oversight of all financial reconciliation with the Finance Department, including the annual audit
- Assume additional responsibilities as assigned for the Advancement Director
- Manage a portfolio of 50-75 prospects including the qualification, cultivation, solicitation and stewardship of gifts with written engagement and focused solicitation strategies for the core 33% of constituents in the portfolio
- Actively engage in the greater Richmond Community to identify new prospects and expand the Garden's donor community while continually building the portfolio
- Using a moves management-style platform, continually monitor the portfolio to ensure healthy segments in all stages
- Work independently and creatively to match donor interests with Garden priorities
- Develop written funding proposals as appropriate
- Engage existing and new donors in discussions regarding gift opportunities that align with Garden priorities
- Work with Garden colleagues to strengthen the donors' ties to the Garden
- Maintain detailed records of all donor contact and information in our Raiser's Edge database

Other Duties and Responsibilities

- Support all Office of Advancement events for donors and the Greater Richmond Community
- Assist in the preparation of the Annual Report
- Proactively seek additional responsibility and duties from the Advancement Director

Each employee of Lewis Ginter Botanical Garden

- Must comply with provisions of the current Employee Handbook, all published personnel policies and the requirements of their individual job descriptions
- Must conduct herself or himself and perform all duties in a manner consistent with a public garden serving multigenerational and multicultural individuals and families, and in accordance with directed practices and procedures
- Must be aware of surroundings and vigilant to threats to the safety of visitors, volunteers, and staff or to security of their property, ensuring that all concerns are reported promptly
- Must report all mishaps, injuries, and incidents immediately and ultimately in writing to supervisor(s) and to the Executive Director
- Must ensure compliance with all applicable federal and state laws and regulations
- Must perform other duties as assigned by supervisor

Physical Demands / Working Conditions

- Must be able to walk the Garden's campus frequently in most weather conditions
- Must be able to work varying hours, including evenings and weekends
- Provide assistance in setting up and breaking down Advancement events such as the annual *Splendor* Gala

Note: Duties described above, other duties and physical demands have been identified as essential.

Education and Experience

- BA or BS degree or equivalent
- A minimum of 5-7 years of successful fundraising experience with both annual fund and major gift experience preferred
- Personal commitment to the fundraising industry as evidenced by work ethic and high standards of best practice
- Advanced problem solving skills, demonstrated by having developed successful solutions to fundraising challenges in previous positions
- Experience in deploying fundraising metrics and tracking and analyzing results
- Demonstrated success in expanding a donor portfolio
- Proven ability to work effectively both within a team and on individual projects
- Demonstrated ability to develop effective AF and Membership materials tailored to varying segments
- Experience utilizing social media and technology to engage donors and secure gifts
- Working knowledge of fundraising donor databases, with Raiser's Edge experience preferred

Application

Please submit Cover Letter, Resume and two Annual Fund Appeals to Advancement Director Alice Baker at: alicebaker@lewisginter.org