



## Job Description

**Job Title:** Chief Development Officer  
**Reports To:** CEO  
**FLSA Status:** Exempt – Full Time  
**Posting Date:** February 13, 2024

### **SUMMARY:**

Reporting to the CEO, the Chief Development Officer will create and manage fundraising programs and institutional advancement for the organization, leading the strategy, implementation, and execution of Zoo's fundraising programs (including soliciting grants and corporate sponsorships, planned giving, annual giving, capital campaigns, etc.) and generating effective special events, identifying donor prospects, donor cultivation and stewardship, development communications (working with the Zoo's marketing and communications team), and outreach efforts that serve its fundraising goals. The Chief Development Officer will manage and mentor a team of fundraising professionals while working with the CEO to build further upon Zoo's culture of philanthropy, both internally and among its supporters. The Chief Development Officer will serve as the Zoo's representative at community events and with community organizations as needed. The Chief Development Officer will be responsible for the Development team achieving annual budgeted fundraising goals.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Manage a portfolio of donor prospects and lead efforts to develop and implement cultivation, solicitation, and stewardship plans for each, ensuring plans are complete, strategic, sustainable, and effective. Direct activities include:

- Provide strategy and leadership for fundraising efforts, including capital campaigns, annual giving, major gifts, planned giving, soliciting gifts, corporate sponsorship, etc.
- Provide leadership and guidance for campaign operational strategy, management and processes, including timelines, objectives and metrics
- Ensure prospective donors have opportunities to engage with the Zoo in an innovative and meaningful way
- Create and lead efforts around cultivation, solicitation and stewardship events, visits, calls, letters, etc.
- Devise and implement a comprehensive strategy to solicit prospects based on their experiences with, and interest in, the Zoo, and their giving capacity
- Educate and engage key members of Zoo leadership and staff to ensure successful and impactful participation in donor activities
- Implement a successful, year-round corporate sponsorship program
- Achieve activity (calls, meetings, solicitations per month) and financial goals created on an annual basis
- Develop strategic funding requests based on immediate needs and long-term funding goals of the Zoo
- Engage, prepare and support Board members in their ambassadorship on behalf of the Zoo as necessary to carry out strategies
- Work with the CEO to identify opportunities and implement strategies to educate current and prospective donors about planned giving opportunities and solicit their participation.

- Identify new prospects from a variety of sources, including donor lists, prospect screening information, local publications, and conversations with existing donors and Board of Directors
- Identify current annual donors and pass holders who can make major gifts; design and implement appropriate strategies
- Generate and conduct effective and engaging in-person presentations to high-level audiences in support of Zoo projects and programs.
- Develop/prepare materials – including letters, proposals, meeting prep, stewardship reports, etc. – to support development strategies
- Develop/prepare materials – including contact reports, activity reports, etc. – to support the major gift program
- Manage and update contact information, plans, and actions in Virtuous CRM using identified protocol, complete timely and accurate call, and progress reports
- Ensure consistent and timely communication throughout Zoo Leadership Team, among Zoo staff as appropriate, and with the Board of Directors regarding prospect and donor contact and activity
- Work closely and collaboratively with representatives from across the Zoo to ensure marketing for development events and the annual pass holder/membership program are developed and implemented.
- Manage the Development staff, including but not limited to approving bi-weekly timecards, employee absentee requests, complete the initial employee performance evaluation, and team mentoring and training.
- Work closely and collaboratively with representatives from across the Zoo to ensure the annual pass holder/membership program's development, including setting annual benchmark goals, tracking, and ensuring retention strategies are implemented.

#### **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Comprehensive management skills and experience are required, including but not limited to short and long-term planning, evaluation, directing, mentoring and motivating staff, strong oral and written communication skills, budgeting and financial management, and knowledge or nonprofit fundraising regulations and best practices.
- Experience implementing cultivation, solicitation, stewardship strategies, and techniques in fundraising and annual funds.
- Well versed in grant and proposal writing at appropriate levels for varied proposal development, knowledge of methods, practices, and procedures for obtaining information.
- Proven history of cultivating and securing major gifts.
- Knowledge of and solid base in the philanthropic community in Central Florida.
- Ability to work independently and as a team member.
- Ability to always maintain a professional and respectful demeanor, including during stressful situations
- Ability to build and maintain excellent relationships with a diverse culture, both with employees and business contacts.
- Self-motivated and disciplined to regularly set and achieve work goals.
- Commitment to the mission of the Central Florida Zoo & Botanical Gardens
- A bachelor's degree with a minimum of 3-5 years of demonstrated successful fundraising experience, preferably in zoos or non-profit setting (or a comparably complex organization).
- Must provide a negative drug test result.

#### **LANGUAGE AND REASONING ABILITY:**

- Ability to respond to common inquiries, requests, or complaints from guests and staff in a kind and courteous manner.
- Must be able to prepare clear and concise reports.
- Multi-lingual is a plus. Ability to define problems, collect data, establish facts, and draw valid conclusions.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

- Valid Florida State driver license
- Certified Fund-Raising Executive (CFRE) preferred

**PHYSICAL DEMANDS:**

In compliance with the Americans with Disabilities Act, the following have been identified as physical requirements of the job:

- The employee must frequently lift or move up to 25 pounds, occasionally lift or move up to 50 pounds, stand for extended periods, and drive Zoo vehicles.
- This job's specific vision abilities include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus. While performing the duties of this job, the employee is regularly required to talk or listen.
- The employee is frequently required to use hands and fingers to handle, reach, or feel and manipulate objects or controls. The employee is regularly required to sit, walk distances, climb, balance, stoop, bend, kneel, and crouch.

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**WORK ENVIRONMENT:**

- A large percentage of the job functions are performed in an office atmosphere. Exposure to Florida weather environments should be considered.

Central Florida Zoo & Botanical Gardens reserves the right to revise or change job duties and responsibilities as the need arises. This job description pertains to an "at-will" position with the Central Florida Zoo & Botanical Gardens and in no way constitutes a written or implied contract of employment.

Employee (Print name) \_\_\_\_\_

Employee's signature \_\_\_\_\_

President/CEO \_\_\_\_\_

Date \_\_\_\_\_

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