

WILDAID

Job Description **Director of Major Gifts, East Coast**

WildAid is a growing unique and dynamic global wildlife conservation non-profit based in San Francisco. With a \$13 million annual budget, WildAid leverages over US\$200 million in donated media placement and has received a Four Star rating from Charity Navigator. Its campaigns have contributed to an 80% decline in shark fin imports to China and an estimated 75% reduction in ivory and rhino horn prices in China and Vietnam, as well as China's ivory ban and a host of other conservation successes.

Established in 1999, WildAid's mission is to end the illegal wildlife trade in our lifetimes. While most wildlife conservation groups focus on protecting animals from poaching, WildAid pioneered demand reduction in conservation and works to reduce global consumption of wildlife products by persuading consumers not to buy them. With an unrivaled portfolio of celebrity ambassadors and a global network of media partners, WildAid is able to deliver high-impact, culturally sensitive multimedia campaigns reaching hundreds of millions of people every week by leveraging donated media space. We also promote conservation to people across Africa through local ambassadors and combat climate change with campaigns to reduce meat consumption and promote lower carbon transport in China. Our expanding marine program strengthens marine protected areas around the world.

Major Gifts

Reporting to the Chief Development Officer, the Director of Major Gifts is responsible for a portfolio of new and existing high net worth donors. The Director is responsible for the strategy, engagement and growth of this assigned donor pool. This is a "high touch" job requiring the development of personal relationships with major donors. The Director must exhibit the highest degree of professionalism and integrity at all times.

Specific duties include:

- Working with the Chief Development Officer to develop and execute a major donor strategy and annual targets for fundraising, growth and retention
- Keeping portfolio of major donors inspired through clearly defined engagement plans including formal and informal updates, email communications and in-person conversations about WildAid's impact
- Recruiting major donors for specific funding opportunities – special events, trips and excursions, matching campaigns, year-end appeals, etc.
- Identifying, researching and building a pipeline of potential new major donors
- Creating and presenting meaningful funding proposals that align with passions and interests of donors
- Effectively utilizing Salesforce to document moves management steps, interactions and projections
- Being a public spokesperson for and advocate of WildAid. Demonstrate knowledge of conservation issues and a passion for WildAid's work

Key Competencies & Ideal Profile

We seek an entrepreneurial outgoing person with knowledge of wildlife conservation and wildlife trade issues. This individual will be inspired by the opportunity to play a pivotal role in WildAid's efforts to end the illegal wildlife trade. Ideal candidates will have five or more years of increasingly responsible major gift roles at a fast-paced, growth-oriented organization.

All staff members must be comfortable in an entrepreneurial culture. Strong project management skills and the ability to prioritize multiple, often competing demands are critical. The successful

candidate must be able to work independently without a great deal of supervision. They must also have excellent interpersonal skills to influence and collaborate with partners.

Desired Qualifications

- Bachelor's degree
- Minimum 5 years in development working in increasingly responsible roles and a track record of closing \$50K+ gifts from individuals
- Strong personal relationships skills
- Strong written and verbal communication skills
- Ability to work independently and as part of a team
- Experience with Salesforce, Outlook and Microsoft Suite
- Highly-organized, goal-oriented, confident and professional
- Willingness to travel up to 35% of the time
- Planned giving experience a plus

Location

East Coast (Virtual)

To Apply

Please submit cover letter and resume to jobs@wildaid.org. Information sent to other email accounts will not be considered.

Equal Opportunity Employer

WildAid is committed to being inclusive and is proud to be an equal opportunity employer. We will consider all applications and applicants.