

WILDAID

Job Description Chief Development Officer

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\$135 million in donated media placement and has received the highest 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 protect wildlife by ending the illegal wildlife trade and conserving critical habitats. 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.

Role Description

WildAid seeks an innovative, experienced, and dedicated Chief Development Officer (CDO) to serve as its principal development officer and manager. The successful candidate will have extensive fundraising experience, and a proven track record of success with strong leadership and managerial skills.

Reporting to the CEO and serving as a member of the senior management team, the CDO will lead the planning and execution of a comprehensive individual fundraising program to further cultivate current donors and bring in new support in collaboration with team members, the Board of Directors, and external partners. He/she will be responsible for maintaining a well-balanced pipeline of donors across all giving stages with diverse giving capacities along with establishing and growing corporate and institutional donors/funders. The CDO will be responsible for building strong annual giving and major gifts programs & campaigns, developing a corporate giving program, and growing the base of institutional giving. As the leader of the Development team, the CDO will also oversee all development operations and communications while working closely with program, operations and communications staff to ensure fundraising efforts are well aligned with programmatic priorities.

Background

Historically, WildAid has had a 100% Charity Navigator rating with a very low cost of fundraising (10%), primarily focusing on major gifts and institutional donors. They are considering multiple strategies to increase their funding with further investment in the development team. This position represents the opportunity to implement these strategies and take WildAid's development team to the next level.

The Individual Giving Development team currently consists of two Major Gift Directors, and a Development Associate.

Additionally, he/she has an Institutional Giving Director and two Grant Managers focusing on institutional giving and a Corporate Giving Director.

In addition to these positions, the Marine and Climate Directors, CPO, and CEO are all actively involved in fundraising at WildAid along with their Board of Directors. The CDO would be expected to build solid

working relationships with each of these key leaders and strategically leverage their partnership throughout the cultivation process for key donor prospects.

Primary Duties and Responsibilities

The CDO will be expected to take immediate responsibility for the day-to-day management of WildAid's fundraising, assessing current fundraising efforts, including individual, corporate and institutional giving opportunities.

Strategic Leadership

- developing and executing a multi-year strategic fundraising plan in partnership with the CEO, CPO, Program Directors and Board of Directors such that programmatic priorities are translated into giving priorities;
- coaching and guiding while partnering with the Board of Directors; helping to set policies and practices for Board members involved in fundraising; overseeing the involvement, identification, training, and support of Board members in outreach and solicitation;
- stewarding a culture of philanthropy aligned with the organization's values, vision, and mission;
- keeping abreast of the latest research on fundraising strategy and implementation, ensuring best practices are in place; and
- representing WildAid externally at meetings and speaking engagements.

Fundraising

- implementing a structured program for fostering strong relationships with targeted individual and institutional donor constituencies, involving the CEO, Board members, and other staff as appropriate;
- establishing and implementing clear standards for donor targeting, moves management, stewardship, and recognition;
- building a pipeline of new prospects;
- ensuring prospects are properly researched;
- personally driving fundraising results through direct solicitations, and by supporting the direct solicitations by the CEO, CPO and other staff;
- managing the Development Associate to elevate donors from the lower to higher levels of gifts;
- ensuring a diverse donor base of individual, corporate, foundation, and public segments;
- assessing and elevating major gift and partnership programs;
- setting expectations for and stewarding Board giving;
- establishing a robust planned giving program;
- Developing the Corporate Giving program along with the Corporate Giving Director;
- Overseeing the Director of Institutional Giving and increasing institutional fundraising; and
- designing and implementing fundraising campaigns.

Management

- managing the Development Team to meet team goals;
- establishing individual annual performance plans for each development team member and conducting quarterly performance reviews to ensure expectations for success are clearly articulated and understood;
- defining and applying metrics and accountability to measure and ensure progress towards strategic priorities; identifying opportunities for improvement;
- managing a high-performing team experienced in individual and institutional giving, events, appeals, planned giving, and database management;
- developing the annual fundraising budget; staffing, equipment, materials, and supplies; directing, approving and monitoring expenditures;
- ensuring cross-organizational collaboration between and among functional and programmatic teams to encourage high-performance teaming, improving fundraising effectiveness, and driving strategic outcomes;

- meeting with staff regularly to identify and resolve problems; performing personnel actions, such as approving work plans and evaluating performance;
- creating and promoting a positive and supportive work environment; and
- establishing training and professional development opportunities for development team.

Other Duties

- performing special projects and research as assigned

Location

Remote with extensive US travel and some international travel to programs.

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.