

WILDAID

Job Description Annual Campaign Director

WildAid is a growing and dynamic global wildlife conservation non-profit based in San Francisco with a mission to inspire and empower the world to protect wildlife and vital habitats from critical threats. WildAid manages a \$12 million annual budget and has received a Four-Star rating from Charity Navigator for over a decade. Since its founding in 1999, WildAid has become a premier conservation organization in driving behavior change through both world-class communications campaigns and local capacity building.

WildAid seeks a mission-driven Annual Campaign Director who will be responsible for stewarding new donors, renewing and upgrading existing donors, and strengthening relationships with current supporters below the major donor level. S/he is accountable for meeting annual donation goals for donors who contribute less than \$5,000 annually. The Annual Campaign Director will write, produce, and project manage multi-channel fundraising campaigns; prioritize high-quality, timely responses for incoming donor inquiries and requests; contribute to all annual fundraising efforts; and work cross-functionally to ensure materials are deployed in a cost effective, and timely manner. This position reports to the Chief Executive Officer and works closely with other members of the Development team, as well as with Communications and Program teams.

Primary Responsibilities

Develop and Implement Annual Individual Donor Fundraising Strategy:

- Create and execute an annual fundraising plan utilizing current and emerging fundraising techniques that outlines strategies for donor acquisition, retention, and stewardship.
- Develop and implement strategies and campaigns to encourage increased donor involvement and higher level giving, including prospects for leadership level or planned gifts.
- Identify fundraising goals and develop metrics to measure progress and success.

Fundraising Campaigns:

- Plan, write, execute, track, and analyze all multi-channel fundraising appeals, including but not limited to: Calendar Year End Appeals, Monthly Renewals and Increases, Giving Tuesday, Earth Day, World Oceans Day, and others as appropriate.
 - Collaborate with the Communications and Program teams to develop compelling fundraising content.
 - Strategically segment individual donor audiences to maximize donor engagement and giving. Ensure donor messaging across platforms – email, mail, text, and online – is consistent and complementary.
- Develop and monitor timelines to ensure timely, accurate, and cost-effective production of materials and content.

Major Gift Collaboration:

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- Collaborate closely with development colleagues to identify potential major donors from high-net-worth annual fund donors.

Data Analysis and Reporting:

- Utilize fundraising data and analytics to evaluate the effectiveness of fundraising strategies and make data-driven decisions.
- Prepare regular reports on fundraising performance and progress towards goals.
- Individual donor research as needed.

Team Leadership and Collaboration:

- Collaborate cross-functionally with other departments, including Communications, Finance, and Programs, to align fundraising efforts with organizational goals.
- Assist with stewardship and cultivation events and activities as needed.

Other related responsibilities as assigned.

Qualifications

- Bachelor's degree (or equivalent) required.
- Minimum of 5 years of experience in nonprofit fundraising, with a focus on annual giving and individual donor relations.
- Proven track record of successfully meeting fundraising goals and increasing revenue.
- Exceptional written and verbal communication skills and excellent interpersonal skills, with the ability to build relationships and maintain rapport with donors, and effectively communicate the organization's mission and fundraising needs.
- Experience with fundraising software and CRM systems, with a preference for Salesforce.
- Demonstrated ability to think strategically, analyze data, and develop and implement fundraising plans.
- Self-directed; ability to work effectively independently and as a team player.
- Ability to work with culturally diverse teams in different time zones in a positive, inclusive, and collaborative way.
- Highly motivated and organized.
- Excellent time management skills; ability to juggle a number of projects simultaneously.
- Positive attitude, strong work ethic and a creative and collaborative mindset.
- A high level of personal and professional integrity and trustworthiness.
- Commitment to the WildAid's mission and values. Prior experience in the environmental sector is preferred.

Location and Compensation

This role may be performed from WildAid's office in San Francisco or from a remote office location in the following areas of the United States ONLY: San Francisco Bay Area, Greater Los Angeles Area, or Greater New York area (including parts of New Jersey). Work will be performed primarily during regular business hours in the employee's time zone, with the

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occasional need to participate in meetings with international teams or other partners at various times outside normal business hours, including early mornings and late evenings.

This is a full-time exempt role with a pay range from US\$100,000 – \$120,000 annually, commensurate with skill, experience, and internal equity. Competitive benefits package includes: Employer-sponsored medical coverage and life/AD&D insurance; 401(k) eligibility with employer Safe Harbor contribution up to a 4% elected deferral; paid holidays; paid sick leave; and accrued paid time off.

How To Apply To apply, please send your resume/CV, writing sample, and a brief cover letter to jobs@wildaid.org. Applications will be considered on a rolling basis until the role is filled.

Applicants must submit a relevant 2-3 page sample of their writing at the time of application.

The successful applicant must meet the requirements of WildAid's background screening process.

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.