

December 19, 2018

Position Description  
Development and Marketing Director  
Grand Staircase Escalante Partners

**Background**

Grand Staircase Escalante Partners (GSEP) is a non-profit 501(c)(3) organization with offices located in Kanab and Escalante, Utah. GSEP was organized in 2004 and through a Financial Assistance Agreement is an official Friends group of the Bureau of Land Management (BLM) that manages the Grand Staircase Escalante National Monument (GSENM), a National Conservation Lands unit. The organizational purposes are to provide volunteers and other resources (staff and money) for scientific research, education services and conservation projects for GSENM, and to advocate for the strongest possible conservation management.

**Major Tasks**

The Development and Marketing Director is a senior position responsible for the development of all marketing and fundraising strategies to grow the base of philanthropic support and increase public awareness of Grand Staircase Escalante Partners. The Development and Marketing Director will work alongside the Executive Director and Board of directors in all development and fundraising activities, including setting the strategic fundraising agenda to achieve and exceed the organization's revenue goals through the solicitation of individual, corporate and foundation support. The Director will build and manage brand identity and all aspects of marketing communication to raise awareness of the organization and its programs, and implement targeted donor communication to enhance major gifts cultivation.

- Meet and otherwise communicate with prospective donors and supporters on a continual basis to establish effective cultivation
- Grow a major gifts program including identification, cultivation and solicitation of major donors
- Oversee grant seeking, including research, proposal writing and reporting requirements
- Build planned giving program
- Develop and execute fundraising plan in collaboration with the Executive Director with targeted goals, objectives, methods, quantifiable outcomes and timelines which will achieve budgeted goals
- Coordinate fundraising special events
- Implement prospect research
- Develop and execute with the Executive Director a comprehensive marketing plan that includes events, media relations, press releases, social networking, annual report, website, newsletter and branding
- Work closely with Grand Staircase Escalante Partners Executive Director, Board of Directors, and key administrative staff
- Oversee fundraising database and tracking systems
- Oversee creation of publications to support fundraising activities
- Oversee gift recognition programs

- Responsible for working closely with staff to review program services in order to obtain information for reporting, comply with donor expectations and to be aware of programmatic needs for funding
- Demonstrate professional conduct at all times
- Perform other related duties as requested

### **Qualifications**

- Must embrace the mission of Grand Staircase Escalante Partners
- Proven success in areas of individual and corporate giving as well as grant writing and funding
- Experience with nonprofit marketing and social media
- Strong interpersonal and writing skills
- Have knowledge and experience in a wide variety of fundraising activities, particularly major gift cultivation and acquisition
- Possess the skills to work with and motivate staff, board members and other volunteers
- Be a self-starter and goal driven to initiate donor cultivation
- Strong organizational skills and exhibit follow-through on tasks and goals
- Display a positive attitude, demonstrate self-confidence, common sense and good listening ability
- Working mastery of computer programs including Adobe, Microsoft Suite
- Familiarity with Grand Staircase-Escalante National Monument and public lands strongly preferred
- A bachelor's degree
- Minimum three years experience in professional fundraising

### **Terms**

Location of operation is flexible, with preference on the Wasatch Front, working from a home office is an option.

The position is employed by Grand Staircase Escalante Partners, a "Friends" organization that supports the mission of Grand Staircase-Escalante National Monument by providing resources and volunteers. This position is a grant-based, fulltime appointment. The employee will receive benefits outlined in Grand Staircase Escalante Partners' Employee and Operations Manual. Performance reviews will be held by the supervisor on a regular basis, with the first performance evaluation happening 3 months after start date.

The employee will work approximately 40 hours per week, with a varying schedule, and some travel is to be expected to the communities of Grand Staircase-Escalante National Monument and adjacent areas on the Colorado Plateau.

### **Compensation**

The employee will receive benefits outlined in GSEP's Employee and Operations Manual. Full-

time employees are eligible to receive up to 80 hours of paid vacation time per year. After three years of employment, full-time employees are entitled to receive up to 120 hours of paid vacation per year. Full-time employees are also eligible for up to 40 hours of paid sick leave per year. Employees are entitled to 10 paid holidays, and contingent on annual board approval, the offices are closed 12/24 -1/2 with compensation.

GSEP currently offers health benefits and is exploring a retirement plan.

Salary range for Development and Marketing Director: \$45,000 – \$60,000 based on experience.

**Supervision**

The formal supervisor for this position is the Executive Director. Executive Director and Board of Directors are available to assist with administrative duties and the more complex or controversial operational aspects of the job. Frequent meetings shall be held between the supervisor and the employee to review objectives and associated work plans.