



Development and Major Gifts Director Marine Science Institute

Marine Science Institute is a non-profit organization dedicated to inspiring environmental stewardship through hands-on learning and exploration of San Francisco Bay ecosystems. We produce and deliver science education for Northern California students 12 months out of the year. Our *Discovery Voyage Program* takes students on a 4-hour, hands-on exploration of the San Francisco Bay ecosystem. For the younger students, our *Shoreside Programs* deliver the shipboard science curriculum from the shore in our waterfront classrooms and lab and bring live marine animals out to the schools. We serve approximately 50,000 students per year throughout Northern California with our classes and camps.

Position Overview

Marine Science Institute is seeking an experienced Development and Major Gifts Director to join our team in achieving our major gift fundraising and planned giving program objectives. Reporting to the Executive Director, this role will be responsible for organizing large-scale fundraising initiatives, implementing direct response initiatives, and growing our donor programs, specifically those donors who have given more than \$1,000 in a calendar year. Additionally, the Director will be responsible for making major gift proposals, developing and implementing protocols for key donor cultivation techniques, and utilizing volunteers, staff, and board members for recurring donor calls and communications. The Development and Major Gifts Director will also lead the work of a small development team (full-time Institutional Giving Manager and Development Associate), setting priorities and goals, and providing direction to ensure alignment with overall fundraising strategy. In addition, working with the Development Associate, they will be responsible for ensuring the quality of our donor database (Salesforce Nonprofit Success Pack).

Core Responsibilities

Fundraising and Donor Cultivation:

- Planning and evaluating fundraising campaigns and activities
- Creating & managing the organization's development budget
- Identifying and stewarding prospective donors
- Planning and leading the major giving program
- Researching major gift donor prospects
- Growing relationships with major gift donors
- Developing a donor solicitation strategy for major gift prospects
- Designing and operating a donor stewardship program
- Tracking and assessing major gift fundraising metrics
- Drafting major gift proposal documents
- Using major giving fundraising and marketing tools
- Write proposals for special grants
- Working collaboratively with board members and staff on fundraising
- Implementing direct response initiatives to enhance donor engagement and retention Building relationships with local media outlets, and driving publicity for Marine Science Institute

Donor Communication and Program Growth:

- Growing our donor programs, including monthly, and quarterly donors
- Calling and emailing major gift donors on a regular basis
- Developing and implementing SOPs for key donor cultivation techniques
- Utilizing volunteers, staff, and board members for monthly donor calls and communications

Strategic Planning and Leadership:

- Recruiting and training fundraising staff and volunteer leaders as required
- Serve as member of our leadership team
- Lead and/or serve on a committee that implements the organization's Strategic Plan
- Create reports for the Board of Directors and attend Board Meetings
- Serve as a primary advisor to our Executive Director
- With the Board of Directors, direct a Legacy Fund Campaign to celebrate our longtime Executive Director Marilou Seiff; expected to launch in mid-2025.

Staff Management:

- Guiding the work of our two full-time and part-time development staff (Institutional Giving Manager and Development Associate). This includes defining priorities, providing input to work content (e.g., Annual Campaign messaging, gift acknowledgement tactics, communications calendar), providing guidance on best practices

Qualifications

- Education: Undergraduate degree required
- Experience: At least five years of development/major gift/planned giving experience
- Skills:
 - Experience with directing staff
 - Proficient using CRM systems (e.g., Salesforce), including configuration and reporting; donor data analysis; mass email tools (we use CyberImpact)
 - Excellent communication and interpersonal skills – in person, on the phone, and in writing

Location: Redwood City, CA. Note that the role can be partially remote after an agreed upon period of familiarity. We are seeking a candidate who lives locally in order to join meetings at our offices and meet frequently with donors.

Salary Range: \$95,000 - \$110,000 Per Year

How to Apply:

To apply, submit your resume, cover letter and references to melanie@sfbaymsi.org. Include your salary requirements in your cover letter. Resumes will be considered until the position is filled. Candidates will be contacted for interviews. No phone calls, please.

Marine Science Institute is an equal opportunity employer. Marine Science Institute strives to reflect the diverse community it serves. Applicants who contribute to this diversity are strongly encouraged to apply.