The Director of Advancement is responsible for managing Fairytale Town’s marketing and development programs including membership, annual fundraising, sponsorship programs, oversight of special events, marketing and community relations for the park. This position oversees additional Membership and Development personnel and/or contractors.

**Job Duties: Duties may include but are not limited to:**

- Development of annual fundraising goals, budget and work plan.
- Develop the annual marketing plan, including schedules for promoting Fairytale Town, events, and educational programming, including development of tools to increase public awareness, admissions and revenues.
- Staff liaison to the Development Committee and the entire Board of Directors in relation to all fundraising and marketing matters.
- Oversee all marketing efforts including media releases, graphic design layout, copy writing, and coordinating media and editorial opportunities.
- Work closely with advancement staff to: manage the donor/member database, maintain website, social media sites (Facebook, Twitter); and manage weekly email newsletter “The Humpty Report.”
- Plan and track paid advertising and underwriting for several publications, radio, and television outlets throughout the year.
- Develop media and corporate sponsorships as well as community partnerships designed to enhance the park’s revenues, community impact, and program quality.
- Research, cultivate and solicit gifts from individuals, corporations, foundations, organizations, and government agencies.
- Develop relationships with board members, donors, and other members of the community that lead to increased charitable giving and volunteer involvement for the Fairytale Town.
- Work closely with Executive Director on grants reporting processes including reports and other documents to assure compliance and good relationships with granting agencies.
- Work with department managers to maximize earned revenue opportunities (admissions, concessions, retail) and develop high quality children’s educational and cultural events (programs, grounds).
- Monitor and meet admissions, membership and revenue benchmarks.
- Prepare and oversee vendor contracts, prepare marketing reports and evaluations, and make recommendations for marketing efforts and programs.
- Manage vendors such as offsite Graphic Designer and printers.
- Responsible for ensuring/maintaining Fairytale Town image standards.
• Serve as spokesperson for the organization and its activities.
• Develop and manage the Development, Marketing and Marketing budgets.
• Oversee the management of fundraising events and budgets.
• Participate in outreach events and workplace giving presentations.
• Oversee the development of production of fundraising collateral materials and other publications that improve fundraising success.
• Passion for working with and educating children and adults.

Job Skills/Experience Requirements:
• Four years of fundraising, sales, marketing, public relations, communications, and/or customer service experience.
• Success in growing sales, memberships or increased development income.
• Proficiency and experience with the use and access of database systems, and database management.
• Project Management experience.
• Understanding of basic fundraising principles, and IRS rules affecting charitable giving, ethics in fundraising, and marketing.
• Computer literate in all Microsoft Office applications, office equipment, internet research.
• Excellent communication skill: written, verbal, as well as good listening skills.
• Ability to work in collaboration with a team of professionals.
• Ability to work with a diverse group of volunteers and board members.
• A skilled ambassador who can help build bridges with both internal and external stakeholders.
• Experience in preparing and monitoring of budgets, and in contract negotiations.
• Experience with word processing, spreadsheets, and database management.
• Work with a minimum of supervision.
• Experience in fast paced organizations and meeting deadlines.
• Understand and follow written and oral instructions and communicate clearly orally and in writing.

Job Skills Desired:
• Experience using Raisers Edge, eTapestry, Donor Perfect or other fundraising software.
• Nonprofit experience
• Event planning experience

Education / Certifications:
• B.A. required in Marketing, Communications, Nonprofit Management or other business-related field.

Job Abilities:
• Possession of a valid California driver’s license and reliable transportation.
• Ability to lift 25 pounds.
• Able to work around and in close contact with animals daily.

Please email cover letter and resume to H.R. Specialist, Sherri Adams at sdadams@fairytaletown.org

No phone calls please

Visit our website at www.fairytaletown.org