



Position: Manager of Individual Giving

Status: Full-time

Description: Located along Florida's Space Coast in Melbourne, Brevard Zoo is a highly acclaimed institution and one of only 233 accredited by the Association of Zoos and Aquariums. A not-for-profit that receives no recurring government funds for operations, the Zoo relies on admissions, memberships, grants and philanthropy to fund its operations and programs. This position reports to the Director of Development, with its main function being identifying, qualifying, cultivating, soliciting, stewarding and retaining individual donors to support the key programs, missions, initiatives, projects and future growth of Brevard Zoo.

Responsibilities:

- Participates with the Director of Development in all annual fund program elements, with a specific focus on identification of prospects, follow-up and relationship building with fund donors; moving the management process with identified prospects.
- Identifies, cultivates and stewards prospective and current major donors via a variety of strategic relationship building activities.
- Works with the Development and Marketing teams to identify and secure individual sponsors and partners for Brevard Zoo events, campaigns, projects and naming rights.
- Creates a personalized strategy for each individual donor; details planned communications, actions and events for that donor for the next year.
- Is personally cognizant of each and every individual donor, the individualized plan created for them and the current status of that plan.
- Manages fundraising goals, objectives, strategies, schedules and analysis of results for all individual donors.
- *Jaguar Society*-Designs and implements effective stewardship activities for current members, cultivates and secures new members, elevates financial commitments and plans and executes Jaguar Society events.
- *Annual Giving Program*-Creates and executes an individual, personalized communications plan throughout the year, cultivating individual gifts through highlighting current events and status updates about programs at the Zoo.
- *Planned Giving Program*-Refines, manages and implements a program raising awareness of means and the importance to support the Zoo via planned estate giving. This includes launching the legacy society and other elements to assist and encourage individuals to support the Zoo in this manner.

- *Celebration Garden*-Creates and implements program for individuals to recognize and honor their friends, family and all loved ones on either the “Tree of Life” or “Tree of Joy” (one is for memorials and the other is to celebrate events and milestones of joy). Process will go to the Zoo’s endowment.
- *Milestone Members*-Provides interface with Membership Department to identify and cultivate Zoo members (3+ years) to move them to major donor status.
- Interfaces with the Administrative Coordinator to assist with all aspects of Individual Giving.
- Supports maintenance of Donor Perfect (or Customer Relationship Management (CRM) software in use) and updates for precise and complete accuracy.
- Updates background information on each donor with notes after each communication.
- Interfaces with the Finance Department to track invoices and payments from all individual donors.
- Updates shared calendar as needed; notes planned cultivation events.
- Reviews calendar weekly and initiates communication with all necessary parties.
- Strategizes with Senior Management to best utilize CRM.
- Manages the acknowledgment and “thank you” of all donors.
- Establishes a communications library for timely use that is personal and unique.
- Manages the process that all donors are thanked in a timely fashion.
- Creates and implements a Jazzoo participant recognition program.
- Reviews all individual donor correspondence for precise grammar and accuracy.
- Creates and implements the Celebration Garden plan, oversees all entries and interface with these donors and works with vendors to ensure timely completion of recognition.
- Keeps Director of Development apprised of the status of Jaguar Society, Annual Giving, Milestone Members, Capital Campaigns and event goals.

Qualifications:

- Baccalaureate degree from an accredited college or university.
- Five or more years of experience working as a fundraising professional.
- A proven track record of outstanding performance as either a fundraising professional with the capacity to close significant major gift solicitations or established results and experience as a Business to Business (B2B) salesman with a proven track record of cultivating, attracting and closing client sales.
- Professional and interpersonal skills that include exceptional verbal and written communication, team building and growth with an openness and ability to accept new ideas and input from peers and community members.
- Ability to provide compelling verbal presentations to small groups and public gatherings as a representative of Brevard Zoo.
- Highly developed organizational skills and excellent time management skills.
- Strong comfort and capability with social media and social media platforms.

- Strong organizational and time management skills with ability to effectively prioritize work and complete tasks in a timely and accurate manner.
- Ability to multi-task and manage the completion of multiple projects, often with shifting priorities.

Benefits:

- Health Insurance (no deductible) comes with free gym membership
- Free Dental Insurance and optional Life, Short-term Disability and Vision insurances
- Matching 403b retirement funds (pre-tax)
- Zoo membership, passes and zipline passes
- Florida attraction share program passes

Please send cover letter, resume and three references to HR@brevardzoo.org.