**Campaign Director – Sample Job Description**

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Collaborative is looking for a savvy, experienced and “hands on” fundraising professional to serve as Campaign Director for an early stage, large scale, collaborative land conservation initiative. Ultimately the project is envisioned to cover an area comprising approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It is anticipated that the project will be a long term undertaking that will be phased in order to be successful in reaching its ultimate goal. An initial and rough approximation of total funding requirements is estimated to be anywhere from \_\_\_\_\_\_\_\_\_\_\_\_\_\_ million from both private and government funding sources. Phases and goal setting will be dependent on the design and framework of the campaign. This is an exciting opportunity for a motivated and creative individual to join a determined and progressive conservation endeavor in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and “hit the ground running”.

**About The Collaborative**

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The Collaborative has identified a long-term conservation vision for this shared area of interest that will significantly increase the focus and pace for conservation of private forestland and ecologically important lands at a large landscape scale. Having identified this conservation vision, the Collaborative is ready to begin the work of developing a complimentary plan of action that when implemented will be successful in raising the public and private funds necessary to realize this vision.

**The Campaign Director**

Working closely with the Collaborative Coordinator and Land Trust leadership, the Campaign Director will be responsible for all aspects of campaign development including:

* Draft the intermediate case for support
* Identify prospective lead donors and leadership for the campaign
* Feasibility test the case for support with above
* Analyze results
* Based on above, create and implement a comprehensive campaign plan and timeline
* Identify, recruit and support a campaign leadership cabinet
* Develop and implement the campaign fundraising and marketing plan
* Identify individual, foundation, corporate and government funding sources
* Recruit and support campaign leadership
* Conduct early and lead donor solicitations in conjunction with leadership
* Develop grant proposals
* Oversee draft and design of all collateral campaign materials

**Qualifications and competencies:**

* BA Degree and at least 7-10 years prior experience as a development professional.
* Demonstrated major capital campaign success.
* Demonstrated success persuading and influencing groups and individuals to support an organization’s agenda.
* Experience organizing and managing volunteer leadership.
* Knowledge and commitment to core conservation values and the ability to demonstrate communicate and represent those to others.
* Demonstrated success developing and implementing strategic activities and tasks with clear goals and objectives.
* Demonstrated understanding of the complexity of the volunteer/professional relationship and success managing those relationships in a warm and professional manner.
* Demonstrated analytical skills and the ability to problem solve.
* Demonstrated ability to manage multiple tasks simultaneously.
* Demonstrated success personally soliciting significant major gifts.