

## Philanthropy Engagement Specialist

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Our mission: We garden to create, share, and apply plant wisdom in our world.

### Job Summary

SDBG's Philanthropy Engagement Specialist is responsible for coordinating all donor-focused events, including our annual fundraising event, The Garden Party; managing annual giving vehicles and appeals, and working with our Communications team to promote these events, and create donor communications materials. The ideal candidate will demonstrate strong attention to detail, outstanding writing and project management skills, a commitment to donor engagement, and an understanding of building, growing, and maintaining a donor pipeline. This position reports to the Sr. Director of Philanthropy & Communications.

### Essential Requirements

- Minimum two years' experience in nonprofit fundraising and project management; experience working at a nonprofit organization.
- Experience with event planning, annual fund programs, and donor communications.
- Constituent Records Management (CRM)/donor database experience preferred.
- Record of successful experience in activities involving customer service and/or donor relations.
- **Availability to work occasional evenings and weekends, as needed for special events.**

### Compensation

- **Salary: \$22-28 hr.**
- **Full-time/ hourly non-exempt**
- Benefits:
  - 401(k) matching
  - Dental insurance
  - Employee assistance program
  - Employee discount
  - Flexible spending account
  - Health insurance
  - Life insurance
  - Paid time off
  - Retirement plan
  - Vision insurance

Job Type: Full-time, on-site

Location: Encinitas, CA

## Essential Functions

**Donor Events:** Works with the Philanthropy and Communications team to plan, coordinate, and execute all of our donor-focused events, including donor receptions, donor appreciation events, cultivation events, Board events, and our annual fundraising event, The Garden Party. Such coordination includes:

- Scheduling and reserving dates and spaces for these events in accordance with our internal calendar; Works with staff to pull and maintain invitation lists; Writes invitation copy and works with our Communications team to design and send these invites (physical or digital, depending on the event) in a timely manner; Responsible for event staffing plans and budgets; Creates sponsorship packets, event scripts/timelines, and event-related communications; Vets and hires outside vendors, as needed, for these events, including catering, rentals, security, etc. May assist with other Garden events, as needed.

**Annual Giving:** With support from the Sr. Director of Philanthropy and Communications, the Philanthropy Engagement Specialist plans, creates, and executes annual appeals, including traditional direct mail and other giving campaigns, to ensure donor retention and acquire new donors. This includes:

- Leading appeal focus and writing all appeals and thank you letters; Works with the Database Specialist to segment donor lists and track all mailings via Tessitura; Tracks metrics for success; Works closely with outside vendors and the Communications team to produce creative and inspiring direct mail packages, online campaigns, and other donor materials; Oversees the production and mailing of print pieces and other donor mailings; Manages the annual fund budget.
- Manages online giving content and other giving options, including recurring giving, vehicle donations, in-kind giving, and onsite giving options; Leads Corporate Partners program, and vets employer matching giving opportunities.

**Donor Engagement and Communications:** The Philanthropy Engagement Specialist will also oversee donor engagement and communications with our annual fund donors and mid-level members. Such communications include:

- Working with our Communications team on copy and messaging for monthly newsletters, website copy, and other Communications pieces focused on our donor base; Working closely with our Communications team and Database Specialist on copy, reports, and lists needed for our Annual Report; Regular donor engagement including phone calls, correspondence, emails, and onsite visits; Work with Philanthropy and Membership teams to recommend current donors/members for prospect research to help build our major gifts pipeline.

### Competencies

- Ability to work independently and within a team environment, while remaining flexible and adaptable.
- Ability to successfully organize and prioritize multiple projects, and meet multiple deadlines.
- Excellent interpersonal, written and verbal communications, analytical, and time management skills.

### Education and Experience

- BA/BS degree preferred. Relevant work experience will be considered, in lieu of a degree.
- Ability to manage multiple projects concurrently, accurately, and completely within deadlines.
- Strong attention to detail, organizational, and time management skills.
- Ability to learn the Tessitura database/CRM platform.
- Informed of the latest fundraising and event management trends.
- Advanced experience and proficiency with MS Office suite, including Word, PowerPoint, Excel, and Teams.

### Work Environment

- Primarily desk work (sitting or standing) in an office at the Garden
- Computer work standing or sitting at a desk

### Physical Requirements

- Ability to drive a golf cart and walk and/or stand for extended periods
- Ability to lift up to 30 pounds
- Ability to perform light physical work including helping with setting up for a taking down event materials & supplies



## JOB POSTING

### Other Duties

- Perform other duties or special projects as assigned

### Additional requirements

- Must possess a valid driver's license
- Must pass a background check

### SDBG Diversity Statement

*San Diego Botanic Garden is committed to create, maintain and grow a welcoming and inclusive environment. Just as our natural world relies on plant diversity, we believe that cultivating diversity amongst our staff and volunteers contributes to a flourishing Garden. We are dedicated to ongoing conversations as we celebrate and support the unique attributes of all people.*