



**Title:** Development Manager  
**Reports to:** Director of Development  
**Hours:** 40 hours/week, flexible hours, occasional evening and weekend work required.  
**Salary:** \$70,000 - \$75,000 based on experience  
**Benefits:** Medical, vision, and life insurance provided plus 401k  
**Leave:** 7 Paid holidays + weekdays between Christmas & New Year's Day, & 120 hours PTO

**Diversity, Equity, and Inclusion are important values of The Trail Conservancy, and we encourage diverse individuals to apply.**

*The mission of The Trail Conservancy is to protect, enhance, and connect the Butler Trail at Lady Bird Lake for the benefit of all.*

### **POSITION OVERVIEW**

The Development Manager plays a critical role on the development team and leads and executes fundraising and campaigns driving Bluebonnet and Redbud Circles, annual giving campaigns and appeals, and adoption programs. The manager will build and grow an effective annual giving program, including multiple direct mail appeals and be adept at statistical reporting and analysis, database management and list segmentation. The role collaborates with the director on fundraising for the annual gala and will represent TTC at community programs and events. The successful candidate will be adept at working in CRM systems and with data, while at the same time building face-to-face relationships with members and donors. This role will report directly to the Director of Development and collaborate closely with the stewardship associate and development coordinator.

### **IDEAL CANDIDATE:**

- 4+ years of nonprofit development experience with knowledge of nonprofit fundraising and annual giving, memberships, and events best practices
- Demonstrated success at developing effective annual giving and membership campaigns across direct mail and digital channels
- Excellent written and verbal communication skills and a 'zero-defect' standard
- Excellent organizational skills, including the ability to manage multiple tasks and projects simultaneously and meet deadlines
- Experience managing a donor database system (Bloomerang preferred)
- White-glove approach with donors and key stakeholders across all touchpoints

### **POSITION RESPONSIBILITIES:**

#### Annual Fund

- Develop and lead a comprehensive annual appeal program, including omnichannel acquisition and appeal campaigns to retain/grow existing donors and acquire new donors
- Plan and implement multiple direct mail appeals annually, with a high degree of customization and emotional appeal
- Identify, cultivate, solicit, and steward annual gifts, both restricted and unrestricted
- Assist with securing sponsorships and in-kind donations for TTC gala and events
- Oversee brick & goat adoption programs, planning marketing campaigns and flash sales; communicating with donors about brick project updates
- Seek out event beneficiary opportunities and in-kind donations

- Plan and lead annual giving campaigns, including Amplify Austin and Giving Tuesday

#### Membership

- Lead membership acquisition, retention, and upgrade strategies for Bluebonnet Circle and Redbud Circle (Young Patrons)
- Develop a pipeline to Cypress Circle, identifying prospects for cultivation and growth
- Establish and grow the Bluebonnet Circle, converting Trail users to annual supporters of the Trail
  - Execute initiatives to encourage new members to join and existing members to renew.
  - Plan and implement membership receptions/events annually
  - Carve out membership benefits/recognition at Marketing-led programs and events
  - Develop and fulfill a robust member experience
- Activate and grow the Redbud Circle, TTC's young patrons program
  - Manage Redbud Steering Committee
  - Plan and execute two annual fundraising events for Redbud Circle
  - Plan and execute two program-related social events for Redbud Circle members
  - Activate Steering Committee to lead Redbud meetups monthly
  - Explore partnerships with brands or experiences to enrich Redbud membership
  - Establish a Redbud social media account for member communication

#### Donor Relations

- Plan membership events, working with the Marketing/Events/Programs team as appropriate
- Manage and execute development communications, including institutional updates, a quarterly member newsletter, and transactional communications
- Collaborate with a Stewardship Associate on a stewardship program
- Serve as liaison for sponsor volunteer events such as Day in the Dirt, as needed
- Build relationships with members and donors to retain and grow annual giving and identify opportunities to connect a donor more deeply at TTC
- Establish and manage information tracking processes, including acknowledgment, recognition, and ongoing communications with donors using the donor database
- Reengage lapsed donors through donor events, meetings, Trail walks, etc.
- Maintain donor communications, including EOY appeals, direct mail strategies throughout the year, thank you letters, emails, and more

#### Other Duties:

- Manage and oversee regular revenue reporting, including weekly, monthly, and annual reports on giving activity, working with the Office Manager as appropriate
- Oversee budgets, progress, deadlines, goals, and objectives related to responsibilities
- Review monthly financials and work with Finance on any revisions and/or issues
- Support annual audit, as needed
- Support and attend TTC events as needed
- Participate in and attend Development Committee, Marketing Committee, Park Operations Committee, and Projects Committee meetings as assigned
- Special projects as needed and other duties as assigned

#### **APPLICATION PROCESS**

- Applications should be sent to [resumes@thetrailconservancy.org](mailto:resumes@thetrailconservancy.org) (applications submitted through an external site will not be considered)
- Include a cover letter, three references, and a resume

- Please do not contact staff directly. No phone calls