

Tri-State Bird Rescue & Research, Inc., is accepting applications for a Director of Development and Marketing. Tri-State is a federally licensed, 501(c)3 not-for-profit avian rehabilitation clinic located in Newark, Delaware, that provides professional care for a caseload of more than 3,500 native wild birds annually and is internationally recognized for providing oiled wildlife training and response to colleagues and industry partners for all wildlife species worldwide. The Director of Development and Marketing reports to the Executive Director and leads two team members, the Marketing Associate and Development Associate.

Specific duties include, but are not limited to, the following:

Fund development

- Draft and implement an annual development plan, consistent with the strategic plan, to be approved by the executive director.
- Secure funding through individuals, foundations, government and corporations and identify strategies for increasing donations from these sources.
- Play key role in identifying, cultivating, soliciting, and stewarding donors, working with the Executive Director and the Development and Marketing Committee, as appropriate.
- Help others to learn to ask for support and steward donors.
- Develop and coordinate annual fundraising appeals and major giving initiatives with Development and Marketing Associates.
- Oversee fundraising events.
- Manage the planned giving program.
- Research, draft, and track grant proposals. Create reports for grantors as required.
- Ensure donor gifts are correctly recorded in the donor database and are acknowledged in a timely fashion. Ensure donations are reconciled with accounting quarterly.
- With other Development and Marketing staff, develop and maintain a team of volunteers to assist with development activities.
- Participate in the strategic planning process.

Marketing

- Implement the organization's messaging and communications strategy for current and prospective supporters. Oversee or coordinate print communications collateral, including brochures, quarterly newsletter, and annual report. Oversee written content for press releases, brochures, newsletters, and outreach campaigns as needed.
- Oversee the web site and regularly update its content; cultivate the organization's presence via social media channels.
- Identify opportunities for public relations growth and lead strategies to take advantage of these opportunities. Oversee media relations (inflow and media pitching) and ensure message consistency across a variety of channels.

- Track and measure marketing efforts. Communicate progress and results to the board of directors as appropriate.
- Oversee Tri-State's promotional merchandise (selection, ordering, pricing, etc.).

Administrative

- Prepare monthly development reports for the board and provide statistical analyses as requested
- Prepare and monitor the department budget
- Supervise direct reports and complete annual performance reviews
- Serve as a staff liaison for the Development & Marketing Committee.

Requirements

- Bachelor's degree or 3-5 years' fundraising and marketing experience
- 2-4 years' experience managing a budget, staff, and/or volunteers
- Strong writing and proofreading skills
- Experience with major giving (\$10,000+) and annual fund drives
- Strong organizational skills and ability to adapt to changing priorities
- Excellent computer skills, including Microsoft Office. Experience with website maintenance/design and social media. Experience with non-profit fundraising software highly desired.

Salary is commensurate with experience; health insurance, 3% IRA match, and paid vacation are provided. Opportunity for advancement is available.

Please send a cover letter, resume, and salary requirements to Lisa Smith, Executive Director at Tri-State Bird Rescue & Research, at lsmith@tristatebird.org. Applications will be accepted until the position is filled.

The mission of Tri-State Bird Rescue & Research is to achieve excellence in the rehabilitation of injured, orphaned, and oiled native wild birds, with the goal of returning healthy birds to their natural environment. We do this through compassionate care, humane research, and education. We envision a world where informed communities demonstrate respect and care for native wildlife through responsible stewardship.