

Director of Development
Location: New York, USA
Permanent
Salary: Competitive
Closing date: Open until filled



Director of Development – The Role

World Animal Protection is looking to hire a talented and driven Director of Development who will be the lead in driving strategic growth of private philanthropy among high net worth individuals and foundations. The Director of Development will also provide strategic input into World Animal Protection's Individual Giving program, which generates income from tens of thousands of existing active donors and acquires new individual supporters to join World Animal Protection's animal movement.

This is an exciting and very strategic role as you will lead the development and implementation of the United States office's major gift strategy, which will contribute significantly to World Animal Protection's global strategy to broaden and increase sources of funding. The Director of Development will play a vital role in the US and within the global fundraising team to achieve a step change in major gift income across the organisation. You will demonstrate excellence in major gift fundraising by building and stewarding relationships with a portfolio of key funders.

This role will also develop and manage a fundraising strategy to grow unrestricted income, including retaining and developing existing individual supporters, acquiring new donors, testing donor reception to new fundraising propositions. Collaborating with marketing colleagues, you will develop cause-related marketing campaigns with appropriate companies and other types of corporate partnerships to increase World Animal Protection's brand.

Finally, the Director of Development will motivate a team of fundraising professionals who are driven by results and operate to the highest standards in fundraising.

Director of Development – Requirements

- Experience in securing 7-figure gifts from high net worth individuals, foundations and donor advised funds
- Proven extensive leadership and management capabilities, with the ability to inspire, empower and motivate others and build high-performing teams
- Understanding and familiarity with Individual Giving fundraising (e.g. direct mail, DRTV, online)
- Experience of developing and implementing fundraising strategies, across a broad range of fundraising streams.
- Strong verbal and written communication skills with the ability to build relationships with internal and external stakeholders
- Excellent organizational skills, well disciplined, and ability to work under the pressure of multiple, concurrent priorities and meet deadlines
- Strong budgeting and forecasting skills

- Proven track record in establishing, monitoring and achieving fundraising targets
- Committed to animal welfare and being a passionate advocate for animal

How to Apply

If you want to be part of our dynamic organisation and help us move the world to protect animals then please send us a copy of your CV, salary expectation and cover/motivation letters addressing your skills and experience relative to the role to

recruitment@worldanimalprotection.org

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

World Animal Protection is an equal opportunity employer and committed to providing equal opportunities for everyone regardless of their background.

The successful candidate must have permission to work in the position location.

About World Animal Protection

Since its inception in 1981, World Animal Protection has been addressing severe animal suffering. Our principles are founded on the collective responsibility to protect the world's animals and ensure that they live good lives, free to express their natural behaviors. Good animal welfare is also fundamental to community wellbeing, to food security, to the environment, public health, and to a sustainable global economy and planet. We have consultative status at the Council of Europe and the United Nations and work UN agencies such as the World Health Organization and the Food and Agriculture Organization, as well as national governments and corporations, influencers with the power to improve the lives of millions of animals.

Our current work focuses on stopping the exploitation of wild animals for entertainment and profit, mobilizing the public to demand fast-food brands improve the lives of farm animals, and giving dogs better lives around the world. And, we are only animal protection and welfare organization with full-time staff dedicated to saving animals in disasters.

Why Work for us?

We are truly a global organisation with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, United Kingdom and United States. We employ approximately 330 people around the world covering programs, media, fundraising, operations, finance, administration and human resources.

We offer competitive employee benefits and encourage our employees to grow with us and build their careers within World Animal Protection. We have a proven track record of offering promotion opportunities, as well as secondments and position changes within the organisation.

Job Description

DEVELOPMENT DIRECTOR



We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

Job Title: Development Director

Location: New York

Reports to: Executive Director

*Technical/Professional Accountability to:

Reportees: Major Gifts/Foundation Officer
Individual Giving Manager
Database & IT Manager

*Technical/Professional Reports:
N/A

Global/Local¹: Local

Budget holder: Yes

Main Purpose of the role

The Director of Development will be responsible for raising revenue for World Animal Protection through the development of major gifts, planned gifts, foundation and corporate giving, events and individual giving. This position reports to the Executive Director of World Animal Protection, U.S. with a dotted line reporting relationship to the Global Fundraising.

Accountabilities

- The role holder will comply with the organisation's policies and procedures.

Duties and Responsibilities

Functional

- Develop and manage a fundraising strategy for the agency that is coordinated with our communications strategy
- Increase revenue through all channels
- Report monthly on results to the international office, finance and Executive Director
- Develop and implement a donor retention strategy
- Develop and implement a middle donor upgrade and cultivation strategy

- Develop and implement a lapsed donor strategy
- This position is also responsible for managing and developing a portfolio of major and planned giving donors and corporate and foundation donors
- Work with marketing to develop cause related marketing campaigns to generate revenue
- Manage market research in the US to test donor reception to new messages and fundraising proposals
- Develop a case for support for each campaign area
- Work with the International office to coordinate activities and internally with the marketing/communications and campaign staff

Management

- *Manage all fundraising staff, including partnership giving, individual giving and database management*
- *Manage the partnership giving department including major and planned gifts, corporate and foundation giving*
- *Manage the individual giving department including direct mail, DRTV, web and social media and other marketing opportunities*

Finance

- Take overall responsibility for the effective and efficient management of delegated budget in accordance with World Animal Protection's financial procedures and local governance regulations

Organisational responsibilities

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment.
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting.
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- The role holder will from time to time be required to undertake any other duties that are within the scope of this role.
- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- The post holder will be required to travel internationally to provide support or participate in World Animal Protection's activities.

Skills and Experience

Essential

- 10 years of proven successful experience in fundraising with demonstrated success in major and planned gifts and foundations
- 5 years of supervisory experience
- Excellent writing and communications skills
- Must love animals and be able to talk about animal welfare with donors
- Strong problem-solving skills and strategic plan development
- Ability to multi-task and prioritize
- Strong analytical skills
- Must have a strong work ethic and the ability to maintain confidentiality
- Organized, detailed oriented, and a self-starter
- Comfortable working in a fast-paced environment
- Ability to travel both domestically and internationally
- Strong proficiency in Microsoft Office

Qualifications

- Bachelor's Degree

Desirable

- Work experience in animal welfare preferred

Last reviewed/updated: *15/03/2018*

*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

!A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.