



## **Job Announcement: Senior Development Manager *Full-Time, Exempt***

At Walk San Francisco, we believe when you walk out the door to go to work, to school, to the park – anywhere – you shouldn't be risking your life by simply crossing the street. But every day, an average of three people are hit while walking in San Francisco.

Walk SF exists to change this. Every day, we push for solutions to make our streets dramatically safer for everyone, of every age and ability. We believe San Francisco can become the most pedestrian-friendly city in the nation. And when walking is truly safe and joyful for all, this will bring immense health, equity, economic, and environmental benefits to our city.

### **We're looking for a new team member to help us with our lifesaving mission!**

Our mission can't happen without our development team. The **Senior Development Manager** will work closely with the Executive Director in reaching the organization's fundraising goals.

The focus of this position is to grow our individual giving program – both our major donor and membership programs – which are growing and have a solid base to build on. This position also manages securing Walk SF's corporate sponsors. Combined, the individual giving and corporate sponsors make up about 50% of Walk SF's \$1.2 million budget.

**You'll enjoy this position if you're someone who:** likes to develop and execute a solid fundraising plan; enjoys building relationships; and is excited to think strategically and creatively to help a small team do big things with fundraising.

The right person will be an experienced fundraiser, a strong written and oral communicator, with plenty of hands-on experience and comfort using data and fundraising tools.

This position will manage a 1.0 FTE Development Assistant, who will be your right-hand person taking care of many of the administrative aspects of day-to-day fundraising needs so you have time for cultivating relationships in a variety of ways.

This position reports to the Executive Director, and also works closely and is supported by and partners with the Communications Director and Communications & Marketing Manager.

This is a salaried, non-exempt position, with a starting salary of \$90,000 - \$100,000 based on experience. Benefits include three weeks of PTO and 10 national holidays (plus our office is closed between Christmas and New Year's); sick time; medical benefits plus a wellness flex fund; professional development funding; and 401k match.

## **KEY RESPONSIBILITY AREAS**

### **Individual Giving (70%)**

- Develop and manage annual major donor and membership plans. Work across the organization to identify new ways to bring and move more people into and up the ladder of engagement. Initiate and lead new approaches to increase giving, such as text-to-give.
- Build and maintain a portfolio of current and prospective major donors and develop strategies to identify, qualify, cultivate, solicit, and steward growing relationships between them and the organization.
- Schedule, attend and/or coordinate virtual and in-person meetings to cultivate major donor and prospect relationships and solicit gifts; prepare information for solicitation meetings and ensure follow-up. Conceptualize and design any donor-related events.
- Occasionally attend meetings and events geared toward networking with existing donors and major donor prospects.
- Develop campaign collateral and case statements.
- Work with the Board of Directors to support fundraising within the board. Lead the Board's Fundraising Committee, bringing practical insight and best-practice strategy to the Board, and serving as a resource to Board members who engage in prospect/donor cultivation, solicitation, and stewardship.
- Drive Walk SF's use of Salesforce to manage and track donor engagement, working with a consultant as needed to create dashboards and reports to support fundraising.

### **Corporate and Event Sponsorships (15%)**

Currently, corporate sponsorships and events bring in around 10% of Walk SF's revenue.

- In partnership with the Executive Director, set the team's course in creating a focused strategy to increase corporate sponsors.
- Oversee and grow Walk SF's corporate sponsor program. Update sponsorship materials, solicit sponsorship, and maintain relationships with contacts.
- Set and oversee the fundraising goals around two large annual walking events, including pursuing event sponsorships. Oversee a part-time contractor who leads walking events.

## **Supervision, Team, and Budget (15%)**

- Manage and coach the Development Assistant (you can read a description for this position [here](#)).
- Attend staff and team meetings, and staff trainings and team-building activities.
- Oversee the budget related to individual and sponsorship revenue and expenses.

## **EXPERIENCE AND QUALIFICATIONS OF OUR IDEAL CANDIDATE**

While no one person will embody every quality, our ideal candidate will bring many of the qualifications and attributes listed below:

- Five-plus years of fundraising experience including some major gift stewardship.
- Training in and understanding of maintaining membership programs and strong donorship engagement circles.
- Demonstrated success in cultivating and stewarding relationships with individual donors.
- Proven ability to multi-task in a fast-paced work environment with strong organizational skills and attention to detail.
- Proven ability to communicate effectively through written and verbal communications.
- Demonstrated ability to be a strong project, organizational, and time-manager, with experience overseeing a budget.
- Experience managing and coaching staff is a big plus.
- Comfortable working in a small office environment and willing to pitch in on organization-wide events and other projects as needed.
- Working knowledge and comfort with Google Suite, Microsoft Office, and at least intermediate skills with Google Sheets or Microsoft Excel.
- Advanced use and understanding of Salesforce or other donor database.
- Experience using social media for fundraising and text-to-give a plus.
- Commitment to Walk SF's mission of creating the most pedestrian-friendly city in the United States.

## **HOW TO APPLY**

To apply, please send: 1) a cover letter that includes where you heard about the position, your reasons for applying, and the relevant experiences you would bring to this role; 2) your resume; and 3) 1-3 relevant writing samples (such as an appeal letter or other fundraising collateral) you were the primary author of.

Please merge these two documents into one PDF with a file name that includes your last name and "Senior Development Manager") and email to [careers@walksf.org](mailto:careers@walksf.org). Use the subject line: Senior Development Manager Application. Resumes submitted without a cover letter will not be considered.

*This opportunity was posted on January 26, 2024.*

## **MORE ABOUT US**

Our staff is focused on making positive change in the world, honors and supports diversity in the workplace, and is committed to being intentionally inclusive in all our relationships.

Walk SF sees our work to contribute to ending systemic racism as ongoing, and our Board and staff identify and take meaningful actions internally and externally as an organization in support of this. We recognize that transportation policy can play a key role in creating a more equitable city and world.

Walk SF is committed to providing a workplace that is free from discrimination and harassment on the basis of race, color, religious creed, national origin, age, sex, marital status, sexual orientation, gender identity, disability, medical condition, veteran status, or any other classification protected by applicable law in employment or service policies and practices.

Currently, we have a hybrid working environment with 2 days minimum in-office each week. Our office is in the Mission District and is ADA accessible and close to transit and bike share. We are a flexible, family-friendly, collaborative workplace that makes time for team bonding and volunteer service.

Walk SF's strategic plan commits our organization to determine our highest priority projects and campaigns through an equity lens. Walk SF focuses our program activities on communities and/or geographies where issues of equity are most at play. Crash data shows that San Francisco's residents living in communities of concern suffer the most from traffic violence. These are communities with the most low-income people, immigrants, communities of color, seniors, children, and people with disabilities.

**Learn more about us at [walksf.org](https://walksf.org)**, especially our blog and most recent impact report.