



Job Title: Director of Development

Location: Asheville Botanical Garden, 151 W.T. Weaver Blvd, Asheville, NC

Overview: Asheville Botanical Garden is seeking an experienced fundraiser to join our team. The Director of Development plays a crucial role in advancing the mission and vision of the garden by leading fundraising efforts, cultivating relationships with donors, identifying and applying for grants and developing long term plans to support growth and sustainability of the organization. This position reports to the Executive Director.

Key Responsibilities:

1. Fundraising:

- Develop and execute fundraising strategies to support annual operating needs, special projects, and long-term sustainability.
- Identify and cultivate relationships with individual donors, foundations, corporations and the greater Asheville community.
- Identify, apply for and manage grants processes.

2. Donor Relations and Membership Management:

- Manage communications with ABG members to facilitate timely renewals, retention of members, provide membership materials, send acknowledgements and tax receipts to members & donors.
- Management of Bloomerang CRM member & donor database to ensure accurate recordkeeping. Track the membership roll, member & donor retention and new member campaigns.
- Steward and strengthen relationships with current members & donors, ensuring ongoing engagement and support.
- Implement strategies to attract and retain new members & donors, including major gifts and planned giving programs.
- Organize and host donor cultivation events and activities.

3. Board, Staff & Volunteer Engagement:

- Collaborate closely with the Board of Directors to identify and engage prospective donors and provide support to board members in their fundraising roles.
- Work with the Board of Directors on messaging and communications for the organization.
- Work closely with the Executive Director and Director of Horticulture to understand and fulfill the day-to-day needs of the organization.
- Work closely with ABG volunteers and cultivate a friendly working environment incorporating volunteer skills and labor where possible.

4. Marketing and Communication:

- Public speaking and engagement at Garden events and in the community to further the mission of the Garden and engage potential donors.
- Developing materials that effectively communicate the mission and impact of the Asheville Botanical Garden to members, donors, visitors and the local community.
- Utilize digital and print platforms, social media and email marketing to enhance ABG messaging, fundraising and donor engagement.

5. **Financial Management:**

- Monitor and report on fundraising goals, progress, and outcomes to the Executive Committee and Board of Directors.
- Work with the Executive Director on fundraising budget and goals ensuring efficient use of resources.

6. **Strategic Planning:**

- Contribute to organizational strategic planning processes, particularly regarding fundraising and donor development.
- Work on with board and staff on strategic planning for long-term fundraising goals.

Qualifications:

- Bachelor's degree in nonprofit management, business administration, communications, or related field.
- Minimum of 3 years of experience in nonprofit fundraising, with a proven track record of successfully securing major gifts and grants.
- Strong leadership and interpersonal skills, with the ability to build relationships and collaborate effectively with ABG staff, volunteers & Board of Directors.
- Excellent written and verbal communication skills, including public speaking and presentation abilities.
- Experience with donor & member management software and digital fundraising tools.
- Experience with Bloomerang CRM is not required, but preferred.
- Excellent organizational skills and ability to perform work in a busy environment.
- Passion for environmental conservation, education, horticulture and native plants.

Schedule: This is a full-time salaried position. Work schedule is flexible, generally Monday – Friday, 9 am – 5 pm. Occasional weekend hours for special events required with advance notice.

Compensation & Benefits:

- Competitive salary commensurate with experience. Salary range can be provided upon email request.
- This is a grant funded one year position. A successful candidate will secure ongoing funding for future years.
- QSEHRA healthcare reimbursement.
- IRA matching contributions.
- Paid Time Off, starts at 4 weeks/year and increases with years of employment.
- Opportunities for professional development and growth in a supportive work environment.
- Work in a beautiful place, with friendly people, serving the Asheville community and environment.
- Flexible work schedule at an organization that supports a healthy work life balance with an option for some remote work (employee must live in or nearby Asheville).

To Apply: Submit a resume, cover letter outlining your qualifications and interest in the position, and three professional references to office@ashevillebotanicalgarden.org. and indicate “Director of Development” in the subject line of your email. Applications will be reviewed on a rolling basis until the position is filled.

Asheville Botanical Garden supports and celebrates diversity in our employees, volunteers, visitors, and community. ABG is proud to be an equal opportunity workplace. Learn more about the Asheville Botanical Garden at <https://ashevillebotanicalgarden.org/>

Join us in nurturing Asheville Botanical Garden's mission to inspire, educate, and conserve the beauty and wonder of native plants & habitats of the southern Appalachians. We look forward to welcoming a dedicated Director of Development to our passionate team.