



“Empowering Youth Through Positive Risk-Taking and Experiential Leadership, Science, and Outdoor Education”

Development Officer Independent Contractor Job Description

The Development Officer position oversees all aspects of fundraising outside of grant-writing with specific emphasis on individual and corporate donors, event planning, online fundraising, and general media relations. This is an interim position for approximately 3-4 months, but may become permanent if candidate is successful. AmeriCorps VISTA staff members may be available as support for this position. The Development Officer reports to the Executive Director and will do most of the following depending on the skills of the candidate:

- Provide specific recommendations on Sierra Nevada Journeys’ 2010 “Awareness-Engagement-Giving” Development plan based on SNJ’s 2010 fundraising needs and current opportunities. Those recommendations include: the variety and diversity of awareness/engagement/giving events that SNJ should plan over the course of the year; format and content of individual appeals; and corporate outreach
- Implement a “Corporate Outreach” plan to recommend appropriate engagement with the corporate community:
- Implement an individual donor-outreach model
- Event Planning: Implement and continue planning and refinement of entry level awareness events and second step engagement events.
- Marketing and Media: Develop the range of SNJ’s next-generation marketing collateral; Bolster SNJ’s social media presence; Media Relations:
- Customer Relations Tracking:

Qualifications: The preferred candidate will have outstanding written and verbal communication skills. They will ideally have 3+ years of experience working in a fundraising/marketing role at a non-profit organization. They will also be entrepreneurial with the ability to multi-task on a wide variety of projects.

Location: The position is based at Sierra Nevada Journeys’ headquarters in Reno, NV.

Compensation: This is an independently-contracted position that will be retained on a month-to-month basis. Monthly pay is \$3,000-3,300/month, DOE.



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Development Officer Independent Contractor Goals

Evidence of success at the position will involve both planning and implementation of a variety of areas of fundraising and development with the ultimate goal of demonstrating increased fundraising from a variety of sources or evidence of significant cultivation of such sources likely to lead to later benefits. Specific goals include:

- **Development Plan:** Provide specific recommendations on Sierra Nevada Journeys’ 2010 “Awareness-Engagement-Giving” Development plan based on SNJ’s 2010 fundraising needs and current opportunities. Those recommendations include: the variety and diversity of awareness/engagement/giving events that SNJ should plan over the course of the year; format and content of individual appeals; and corporate outreach
 - **Goals:**
 - Review development plan and make recommendations
 - Prepare Plan for types and numbers of events
 - Prepare individual donor plan including: Guidance on how staff and board members can identify, cultivate, solicit, and provide stewardship for donors and identify Appropriate ways to solicit those donors (types and frequency of solicitations over the course of the year)
 - Develop alternative “models” of partnership to provide businesses with a variety of opportunities to work with SNJ
- **Implement a “Corporate Outreach” plan to increase appropriate engagement with the corporate community including:**
 - **Goals:**
 - Identify specific businesses (and contacts within those businesses) to target
 - Prepare means of engaging those businesses
 - Begin outreach to individual businesses and prepare template for future contacts.
- **Implement an individual donor-outreach model, including:**
 - **Goals:**
 - Creation of templates for those solicitations
 - Development of a set of donor-support materials
 - Prepare at least one individual donor appeal
- **Event Planning:** Continue planning and refinement of entry level awareness events and logical second step events.
 - **Goals:**
 - Organize and begin planning for at least 3 entry level events including marketing plans
 - Organize and begin planning at least one second step engagement event.
 - Organize and begin planning for one major fall event



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- Develop the range of SNJ’s next-generation marketing collateral:
 - Goals:
 - Recommending the range of marketing material the organization should have to support its mission
 - Specifying target channels for SNJ’s marketing efforts for the variety of its programs
 - Producing that material
- Bolster SNJ’s social media presence:
 - Goals:
 - Plan articulating and recommending how social media can effectively meet the organization’s fundraising and community outreach objectives
 - Setting up internal systems for SNJ to provide dynamic updates to the community through the range of social media channels
- Media Relations:
 - Goals:
 - Updating SNJ’s current Media Relations plan
 - Obtaining five media spots for the organization
- Customer Relations Tracking:
 - Goals:
 - Put in place a system and procedures for SNJ to track and manage donors and the variety of SNJ’s partners and vendors through Salesforce, its Customer-Relationship Management system.