



CANOPY POSITION ANNOUNCEMENT

DEVELOPMENT DIRECTOR – FULL TIME

Canopy is a growing Palo Alto-based environmental nonprofit that engages the community in the growth and care of our urban forest. Through well-established advocacy, planting, tree care and education programs in Palo Alto and East Palo Alto, Canopy creates a more livable environment for all. For more information, visit www.canopy.org.

POSITION SUMMARY

To achieve our programmatic goals, including Canopy's Healthy Trees, Healthy Kids! initiative, Canopy seeks a dynamic development professional to refine and implement a multi-pronged fundraising strategy, supported by a well-defined communications and marketing plan.

RESPONSIBILITIES

Development duties include:

- Enhance and implement a plan to cultivate increased support from:
 - Individuals through annual appeals and major donor development
 - Corporations and private foundations
 - Government entities
- Steward existing donors and supporters, and assist Executive Director in strengthening key stakeholder relationships
- Design, plan, and implement the creative and logistical aspects of special fundraising events

Additional duties include the implementation of an annual communications and marketing plan:

- Develop and publish e-newsletters, press releases, media alerts, and public service announcements
- In conjunction with the Executive Director and Board committees, strengthen Canopy's advocacy messaging and the organization's branding and harmonize it across platforms
- Manage content updates for website and other online social networking media

IDEAL EXPERIENCE:

- Demonstrated ability to raise funds and meet ambitious goals
- Proven track record in successful grant writing for a variety of public and private foundations
- Professional experience in marketing and development strategy
- Exceptional written and oral communication skills
- Strong computer skills including Microsoft Office, FileMaker Pro, CMS, and Google and other cloud applications
- Familiarity with Palo Alto and East Palo Alto communities strongly preferred
- Minimum BA/BS or equivalent experience

PERSONAL CHARACTERISTICS

- A person with a passion for trees, urban greening, or environmental justice
- A high energy individual who embraces the variety of hands-on responsibilities that a small organization offers
- A flexible and creative team member who can adapt to a fast-paced working environment.

COMPENSATION:

Compensation commensurate with experience includes medical/dental/vision insurance and vacation and sick leave.

TO APPLY:

Email resumé, short cover letter, and writing sample to Ann Bilodeau, Member of the Canopy Finance and Development Committee, at abilo@via.net by April 19, 2012.