



## Job Description

<b>Job Title:</b>	Advancement Manager
<b>Reports To:</b>	Development Director
<b>Works with:</b>	Advancement Team and cross-departmentally
<b>Status:</b>	Full-time
<b>Revision:</b>	June 2024
<b>Compensation:</b>	Dependant on qualifications, range between \$60,000-\$72,000/year
<b>Location:</b>	Crystal Cove State Park Historic District. This is a full-time onsite position.

**Crystal Cove Conservancy seeks an experienced, creative advancement professional** to support the development and marketing team in donor stewardship, events and marketing.

### **Job Description:**

With a primary focus on donor communications and data management, the Advancement Manager will be charged with overall management of The Conservancy's customer relationship management (CRM) including all aspects of data and database management for program partners, supporters, and prospects. The Advancement Manager will be responsible for creating and implementing processes for the supporter journey from prospect research and intelligence to portfolio management to solicitation and stewardship support. In addition, the Advancement Manager will be responsible for data input, analysis, and reporting, and will work across departments supporting donor events, program recruitment, marketing campaigns, and administrative functions as needed.

**Essential Duties and Responsibilities:** Other duties may be assigned.

### CRM

- > Oversee and manage the CRM database, including process development, implementation and oversight.
- > Oversee the ongoing data migration and implementation of new data management practices across the organization, and responsible for ongoing data hygiene.
- > Responsible for data entry, producing membership notices, acknowledgments, and donor communications as well as reports, mailing lists, and supporter lists.
- > Serve as the staff accountability partner on data management and single source of truth.



### Supporter Strategy

- > Assist with the development of an institutional funding strategy with initial focus on foundations, with a focus on developing and implementing a foundation management practices.
- > As part of the advancement team, develop cadence for regular supporter communications and engagement and oversee ongoing distribution.
- > Assist with the development of pipelining and moves management strategy and oversee its implementation.

### Communications

- > Create content for and support production of collaterals including the annual report, brochures, and other materials.
- > Create content for social media and support timely responses to direct messages and comments.
- > Create and support production of website content and ongoing updates.

### Other

- > As a part of the events team, assist with producing compelling well-run events for a sophisticated circle of supporters from the 250+ person annual gala, the Crystal Cove Soiree to small bespoke cultivation and fulfillment events.
- > Provide excellent customer service and park visitor information, as needed.
- > Maintain and nurture a positive relationship with park staff and volunteers.
- > As a part of The Conservancy's larger diversity and inclusion efforts, help cultivate a culture of inclusion for both staff and visitors including ensuring representation of under-represented communities in vendors and merchandise.

### **Desired Qualifications:**

The ideal candidate will have 2-5 years of advancement experience including extensive data management experience -- Raiser's Edge NXT is a strong plus. An organizational genius and an expert in data management principles, you'll also have excellent written and verbal communication skills. The ability and desire to drive work forward across departments is critical, as is your understanding of how to create, implement and iterate organizational processes. Experience supporting events for high-net worth individuals is helpful.

The Conservancy is a fast-paced, collaborative workplace looking for a strong team player who is technologically saavy, creative, and thrives on developing and implementing new ideas to increase the impact of our work. Some nights and weekend work will be required. Familiarity with Crystal Cove Conservancy's mission and programs preferred. Most of all, the candidate must have a strong desire to be a part of the team working to restore Crystal Cove State Park,



educate students who have little access to places like Crystal Cove, and protect the park and its natural, cultural, and historic resources for visitors today and those who will come later.

**Physical Requirements:**

Due to the location of Crystal Cove Conservancy's offices and the nature of The Conservancy's programs, this is a position that requires certain physical abilities. These requirements include, but are not limited to:

- + Must be able to operate a computer and other office productivity equipment, such as a printer or calculator.
- + Must be able work at a desk on a computer for long periods.

Crystal Cove Conservancy provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, age, disability, gender identity, gender expression, or genetics. Members of groups that have faced historic barriers to environmental access are highly encouraged to apply.

**To apply, please submit cover letter and resume to [jobs@crystalcove.org](mailto:jobs@crystalcove.org).**

**About Crystal Cove Conservancy:**

Crystal Cove Conservancy (The Conservancy) is the nonprofit public benefit organization dedicated to the protection, preservation, and sustainability of Crystal Cove State Park, located on the traditional and unceded lands of the Acjachemen and Tongva Tribal Nations.

Rooted in saving this rare piece of California's natural resources and cultural history, Crystal Cove Conservancy and California State Parks have worked together to develop a unique social enterprise model. This model allows Crystal Cove Conservancy to spearhead efforts to develop innovative educational programs that engage K-12 students and community members in place-based conservation, preserve historic beach cottages, conserve miles of precious California coastline, steward acres of threatened habitat, and promote access for historically-excluded groups.

Please visit our website at [www.CrystalCove.org](http://www.CrystalCove.org).