



Greater Des Moines  
**Botanical Garden**

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## **Job Description: Development Officer for Annual Fund**

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**Reports to:** Director of Philanthropy  
**Status:** Exempt  
**Schedule:** Full-time, with occasional weekend, evening and holiday hours  
**Revision Date:** December 2018

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### **Position Summary**

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Leads the Botanical Garden's annual fund and individual giving program. In this position, the Development Officer will develop, execute and evaluate comprehensive annual and individual giving programs to secure funds from individual donors. This position develops and manages a matrix of solicitation and communication strategies all focused at shaping a sustainable tradition of annual support. The Development Officer also identifies, cultivates, solicits and stewards a personal portfolio of individual donors and prospects.

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### **Primary Responsibilities**

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To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and perform other duties as assigned.

- Develops and implements strategic and tactical Annual Fund plans with objectives, timelines and evaluation plans designed to meet the Annual Fund goals.
- Coordinates with and supports both the President and CEO and the Director of Philanthropy in the execution of the Annual Fund plans.
- Identifies, cultivates, solicits and stewards a portfolio of donors and prospects through in-person visits and other forms of direct personal contact in accordance with performance targets set by the Botanical Garden philanthropy and leadership teams.
- Uses a variety of strategies such as cultivation events, personal solicitations, special projects, telemarketing, email, mail and social media programs to secure Annual Fund support.
- Supports a culture of philanthropy by ensuring proper acknowledgement, recognition and stewardship of donors.
- Works interdepartmentally with Education and Horticulture teams to craft special fundraising campaigns related to funding priorities.
- Uses the development database to perform a comprehensive analysis of the Annual Fund results and makes recommendations for program changes.
- Conducts research to identify prospective donors and creates strategies to match prospects' interests to the priorities of the Botanical Garden.
- In collaboration with direct supervisor and members of the philanthropy team, develops and manages budgets for fundraising strategies for the annual fund campaign.
- Makes effective use of the Botanical Garden's donor management database and other organizational resources to ensure appropriate management of donors, prospects, Board Directors and volunteers in coordination with the Botanical Garden's objectives.
- Perform other departmental-related duties as requested or assigned by the Director of Philanthropy

## **Success Factors**

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In conjunction with position-related skills, the successful candidate will become an integral member of the Botanical Garden team with these criteria:

- Serves as part of a cross-departmental team that delivers a superior guest experience, drives membership and promotes the Botanical Garden mission and offerings at special events, outreach opportunities and in the greater community
- Develops, maintains and promotes positive and professional relationships with internal staff, volunteers, members, vendors, contractors, media and the general public in order to achieve departmental and organizational goals
- Maintain a commitment to, and ability to convey, the Botanical Garden's mission with genuine passion, and the willingness to continually learn about the programs and mission

## **Qualifications**

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The requirements listed below are representative of the knowledge, skill and/or ability required for this position.

### **Education and Experience**

- Bachelor's degree or equivalent experience is required
- 2-3 years of experience in development, particularly successful annual fund experience
- Demonstrated experience and success in effective donor and stewardship and solicitation

### **Knowledge, Skills and Abilities**

- Strong communication skills, both written and verbal
- Strong process, planning and implementation skills
- Creative problem solver and strategic and organized thinker
- Excellent time-management skills to handle a variety of assignments simultaneously under a variety of deadlines and other constraints
- Ability to understand and interpret instruction to work effectively and efficiently independently with minimal supervision as well as part of a team
- Attention to detail, accuracy and proficiency with regard to handling data and executing reports
- Advanced proficiency in Microsoft office programs with emphasis on Word and Excel; donor database experience and proficiency essential, particularly Blackbaud Altru
- Results driven; ability to manage and measure work, balancing multiple projects and goals
- Respectful and grateful donor-centric perspective

### **Work Environment and Physical Demands**

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The work environment characteristics and physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Continuous communication and/or interaction with staff, volunteers, visitors and management
- Occasional evening, weekend and/or holiday work may be required to meet departmental deadlines or to provide staff support at events
- Occasional bending, stooping, reaching, crouching or light lifting (up to 15 lbs)
- Ability to operate a motor vehicle for frequent local travel

### **About the Organization**

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The Greater Des Moines Botanical Garden is a 501(c)(3) privately governed, not-for-profit public garden situated on 14-acres in the heart of downtown Des Moines. At the Botanical Garden, we are passionate about exploring, explaining and celebrating the world of plants. Beyond the beauty and inspiration of our urban setting, we are dedicated to creating signature, memorable experiences through progressive garden design and innovative programming. People, plants and

passion are the focus of what we do. By educating and enriching the lives of our guests, we provide a valuable resource for our community and forge partnerships stronger than the sum of our individual parts.

Our team at the Botanical Garden takes pride in our core values and is dedicated to demonstrating them in our daily work.

**Teamwork** – We achieve together what we cannot achieve alone.

**Trust** – We are confident in each other's integrity, strength and ability.

**Creativity** – We embrace the spirit of innovation to find a better way.

**Excellence** – We expect and deliver a superior experience that exceeds expectations.

## **Position Application**

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Qualified candidates should submit a cover letter, application, three references and a resume to [bghr@dmbotanicalgarden.com](mailto:bghr@dmbotanicalgarden.com). Review of applications will begin immediately and remain open until the candidate is hired. Only electronic applications are accepted; no paper applications will be considered.