



Development Manager (Part Time)

MOVE Santa Barbara County's mission is to promote walking, bicycling and public transit county-wide to create healthy, sustainable, and equitable communities. We are a medium-sized non-profit working throughout Santa Barbara County. We oversee events, teach pedestrian and bicycle education, encourage active transportation and advocate for safer streets. We operate two community-oriented resale, retail and self-repair bicycle shops in Santa Barbara and Santa Maria called Bici Centro.

Job Summary

In coordination with the Executive Director, the Development Manager will cultivate and grow relationships with members, major donors, and corporate donors. The manager will design strategic donor engagement plans, create tiered donor categories, and develop and implement comprehensive work plans to grow donors and enhance donor retention and satisfaction. Using the customer relationship management (CRM) system, the manager will automate effective outreach for general memberships and engage in direct personal meetings to engage and grow major and corporate donors. The role involves continuous evaluation and adjustment of strategies to ensure successful growth and retention of membership and donor support.

Successful candidates will possess strong skills in the following areas:

- Exceptional interpersonal communication skills to build and maintain strong relationships with donors and stakeholders, creating individual connections tailored to meet donor needs.
- A solid understanding of CRM systems, including analytics and automation, to effectively manage outreach and engagement strategies.
- Demonstrated strategic thinking and planning abilities to create and implement effective donor engagement and retention plans.

Location/Hours

This is a part-time position based out of Santa Barbara, CA. The position requires some travel (throughout the County) and some evening and weekend availability to meet with donors and attend special events

Responsibilities

Work Plans and Donor Levels

- Create tiered donor categories and engagement plans with communication schedules, benefits, and recognition.
- Develop and implement strategic work plans for membership and corporate donor development.
- Monitor and adjust strategies for successful outcomes.

Membership Development

- Develop membership tiers and benefits.
- Use CRM to target existing and potential members.
- Grow and enhance retention with automated workflows for personalized follow-ups.
- Facilitate member engagement through communications, benefits and invitations to events.
- Evaluate and develop growth strategies using CRM analytics.

Major Donor Development

- Develop list of potential major donors.

- Cultivate relationships.
- Steward donors with consistent follow-up, benefits and events to meet their needs.
- Analyze fundraising metrics and adjust as needed to ensure successful outcomes.

Corporate Donor Development

- Develop list of potential corporate donors.
- Cultivate partnerships and provide benefits based on need.
- Analyze fundraising metrics and adjust as needed to ensure successful outcomes.

Desired Skills

- A minimum of 3 years of professional experience and a successful track-record in fundraising and donor management
- Proficiency in CRM (EveryAction/Bonterra or similar) platforms and their functionalities
- Knowledge of corporate donor development
- Excellent communication and relationship-building abilities
- Strong analytical skills (to interpret engagement metrics)
- An interest in and excitement about sustainable transportation
- Strategic, detail-oriented, ability to self-schedule and organize
- Ability to work collaboratively, independently and with cultural sensitivity
- Knowledge of computer programs and social media outreach including Microsoft Office/365, Google Workspace, Canva, Facebook, LinkedIn, and WordPress

MOVE is an equal opportunity employer. Religion, age, gender, national origin, sexual orientation, race, or color do not affect hiring, promotion, development opportunities, pay, or benefits. MOVE provides for fair treatment of employees based on merit. The organization complies with all applicable federal, state, and local labor laws.

Compensation: \$34 - \$37 hourly depending on experience. We offer paid time off for sick leave, holidays, vacation, a 401k investment plan match and a Health Saving Account. We do not offer health insurance.

To apply, please submit the following to Admin@MoveSBCounty.org. (Position open until filled.)

- Cover letter including salary expectations.
- Resume highlighting relevant experience and qualifications.