



## Director of Individual Giving

Boston Harbor Now (BHN) is an organization committed to re-establishing Boston as one of the world's truly great coastal cities – ensuring a vibrant, welcoming and resilient Boston Harbor, waterfront, and islands for everyone. This is an exciting opportunity to join a diverse team of talented individuals who work closely with public agencies, communities and private and non-profit partners

### Organizational Overview

Boston Harbor Now is a non-profit organization committed to equitable access, climate resiliency, and the Harbor's role in the health and economy of our region. As the legislated partner of the Boston Harbor Islands National and State Park and the City's partner for the Harborwalk, it encourages people to explore Boston's waterfront and Islands by promoting and hosting hundreds of free and low-cost recreational, cultural and social events. BHN partners with the City of Boston and waterfront communities to prepare for sea level rise, while promoting outstanding waterfront open space, and partners with the Mass Department of Transportation to develop and advance a Boston Harbor-wide water transportation plan for expanded ferry service. They support investment and innovation in Boston's working port to better support our 21st Century maritime economy.

BHN's vision is bold and requires a broad range of expertise, including planning, policy, business, operations, development, advocacy, communications and programming. A key part of our mission is ensuring our communities are protected from the impacts of our changing climate including sea level rise and storms. Current projects underway include: the Stone Living Lab – focused on finding nature-based solutions to sea level rise; the redevelopment of Long Wharf as a climate resilient water transportation gateway to the Harbor; development of Moakley Park, the City's largest waterfront park that will be a model for resilient park design serving some of those most in need of high quality recreation; and implementation of the Master Plan for Peddocks Island.

For more information about Boston Harbor Now, please visit: [www.bostonharbornow.org](http://www.bostonharbornow.org)

### About the Position

The Director of Individual Giving will report to the Vice President of Development and will be responsible for developing and implementing Boston Harbor Now's Annual Giving and Membership Programs leveraging direct mail and online strategies to increase annual revenue.

Position Description: Director of Individual Giving

The Director will have the responsibility of annual fund renewals and upgrades, annual acquisitions, overseeing accurate and timely data input, coordinating annual stewardship activities and conducting all follow-ups. The successful candidate will have a track record of advancing an annual giving and/or membership program including direct mail, acquisition, data analytics, and outsourced resources.

### Responsibilities

- Develop and set strategy for The Harbor Fund, the Annual giving program (gifts \$1 - \$9,999) through communications, strategies, implementation, and stewardship that will grow annual individual revenue, working collaboratively with other program areas to advance fundraising goals.
- Work with the Vice President of Development to increase donor acquisition, retention, and upgrade gifts based on Annual Fund best practices (including mailed appeals, regular digital communications, and more) paired with data analysis and use of communications and social media tools.
- Write compelling messages, execute direct mail and digital solicitations, and develop content for the Annual Fund.
- Monitor revenue and expenses related to Individual Giving on a quarterly basis, and prepare regular reports on all appeal activities
- Develop, coordinate and set strategy for individual and corporate annual membership programs including renewals, acquisitions, communications, and member correspondence.
- Work with internal departments and external partners to execute and fulfill membership program benefits.
- Build relationships with top annual fund donors and individual and corporate members to further their engagement with Boston Harbor Now; cultivate, solicit and close gifts of up to \$10,000 including face-to-face solicitations when possible for individuals and up to \$25,000 for corporate memberships.
- Working in tandem with the Vice President of Development and Manager of Special Events, identify major gift prospects and set strategy to cultivate, engage and move up the major gift pipeline.
- Work closely with Boston Harbor Now's Communications team and fundraising colleagues to coordinate annual fund and membership communication calendars, messages, and design of messages and materials.
- Work closely with the Manager of Special Events to coordinate cultivation and stewardship events for annual fund and membership programs.
- Conduct analysis of annual fund giving and membership programs for purposes of maximizing ROI and building strategies for constant improvement.
- Maintain regular reporting and reconcile income reports with the Finance team.
- Participate in Boston Harbor Now's events and programs, including those held on evenings and weekends.
- Assist the Vice President of Development to provide support when needed to the Board of Trustees and Board of Advisors for fundraising initiatives.

### Requirements

Position Description: Director of Individual Giving

- Bachelor's Degree.
- A minimum of 5-7 years of demonstrated success in working in and growing an annual fund/or membership program.
- Excellent verbal communication skills and proven writing skills, including experience in writing direct mail appeals, e-appeals, and e-newsletters as necessary.
- Familiarity with Salesforce database and GiveSmart/MobileCause giving platform, a plus
- Demonstrated experience securing gift commitments and developing relationships with prospects and donors
- Experience preparing timely, accurate, and comprehensive written reports and presentations is required. Special event experience highly desirable
- Ability to work well with all levels of internal management and staff, as well as independently
- Experience with budgeting, planning and project administration
- Ability to handle diverse, simultaneous tasks, meet deadlines, and attend to follow-through
- Evenings and weekends are sometimes required

### **Benefits and Salary**

The salary range for this position is \$80,000 - \$90,000. The salary is competitive and will be commensurate with experience and includes a benefits package, including medical, dental, life and disability insurance, flexible spending accounts, vacation, sick and personal time, as well as the option to participate in our 403(b).

### **About Boston Harbor Now**

Boston Harbor Now works at the intersection of people and nature to advocate for open space, public infrastructure, and private sector development that will enhance public access to the Harbor and protect the City and the region from the impacts of climate change. We seek to activate the Harbor, reconnect it with Boston's neighborhoods, and protect water-dependent uses. We build and broaden the constituency for the Harbor by engaging people through diverse programs – promoting access to the waterfront and the Boston Harbor Islands National and State Park Area.

### **About the National Parks of Boston**

The National Parks of Boston is a constellation of three National Park Service sites – Boston National Historical Park, Boston African American National Historic Site and Boston Harbor Islands National and State Park. Established by individual legislation and designated purposes, the three units have come together as a unified and collaborative organizational structure. Sites associated with the National Parks of Boston include the Bunker Hill Monument, Charlestown Navy Yard, Dorchester Heights, as well as a variety of partnerships along Boston's "Trails to Freedom." In addition, National Parks of Boston contributes to the stewardship of Boston Harbor Islands and the Black Heritage Trail. To learn more about these three national parks, visit the parks' websites at [www.nps.gov/bost](http://www.nps.gov/bost), [www.nps.gov/boha](http://www.nps.gov/boha), and [www.nps.gov/boaf](http://www.nps.gov/boaf).

### **Commitment to Diversity, Equity, and Inclusion**

Boston Harbor Now is an intentionally diverse workplace. We are intentional about hiring, developing, and retaining people of color at all levels. We don't just accept differences – we celebrate them, we value them, we promote them, and we thrive on them for the benefit of our employees, volunteers, supporters, partners, and community. We recognize that people bring their personal histories to work and that we make better decisions when we include a wide range of experiences and opinions. Diversity refers not only to race and gender, but also to an array of human differences including: culture, ethnicity, geography, socio-economic position, ability, sexual orientation, background, perspective and more that exist in the community and are reflected in the workforce. We value using a race equity lens to manage the organization and create spaces for conversations on race and ongoing staff and board engagement and empowerment to redesign policies, practices, services and programs. Boston Harbor Now, and the Stone Living Lab, strongly believe that diversity plays an essential role in our mission, fostering innovation and creativity, attracting the best candidates to our team, and enhancing our ability to serve.

Boston Harbor Now is an equal opportunity and affirmative action employer.

### **How to Apply**

Please send your resume/CV and cover letter to [employment@bostonharbornow.org](mailto:employment@bostonharbornow.org). Please use the Subject line "Director of Individual Giving Application (your last name)" in your email. No phone calls, please.