



## Director of Development Position Description

### The Organization

Featured in the Wall Street Journal's travel section on unique places to visit in Oakland and touted by Buzzfeed as “The Most Amazing Place to take Kids” in California, Children’s Fairyland is the first storybook theme park in America. In 1950 a group of dedicated and visionary Oaklanders partnered with the Oakland Park Superintendent and garnered support from enthusiastic citizens to build the outdoor 10-acre theme park on the shores of Lake Merritt in the heart of Oakland. Visited by Walt Disney as he was conceptualizing Disneyland, Fairyland has inspired many other fairy-tale-themed parks across the US. Last year, about 220,000 visitors enjoyed Fairyland’s many activities and programs, and through our outreach program, free or reduced admission is offered to over 16,000 children and families annually.

Children’s Fairyland has become a renowned, regional storybook park, garden, and zoo, dedicated to stimulating a child’s imagination, creativity, and desire to learn through fairytales, active play, make-believe, and other activities. High touch and low tech, Fairyland boasts the longest running puppet theater in the United States, child-size rides, 30 storybook sets, gardens, live animals, story-telling, children’s theater, summer camps, a retail store and a café. Fairyland’s core participants are children aged 2-8 years old, and we engage children up to age 12, including a children’s theater program. Fairyland is a learning laboratory for Oakland teachers who use field trips to increase reading and science readiness and complement in-school curriculum. Our programs address one or more of Fairyland’s four pillars of education: Literacy, Science, Creativity, and Social/Emotional Development.

In 1994 Children’s Fairyland became a 501(c)(3) non-profit organization through a public/private partnership with the City of Oakland. Our operating budget is \$3.1M and revenue is generated through memberships, admission fees, retail sales, program fees, and corporate, foundation, and individual gifts. Our 12 board members are chosen through the Board’s Governance Committee, the Oakland City Administrator, and the Mayor of Oakland. For more about Fairyland, please see: [www.fairyland.org](http://www.fairyland.org)



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### The Director of Development Position

Fairyland is seeking a Director who will provide leadership and management for the planning and execution of fund development activities for Fairyland. The Director will report to the Executive Director and serve on the Executive Team, and work closely with the Board of Directors and volunteers to meet fund development goals. The Director will supervise 2.75 FTEs, staffs the Board Development and the Events Committees and serves in a key role with other committees. Fairyland envisions the potential of a capital campaign to celebrate its 75<sup>th</sup> anniversary in 2025.

### Responsibilities and Leadership

- **Fund Development planning and execution:** develop, execute, and evaluate successful multi-year Fund Development plans, establishing and meeting goals through major and legacy giving, annual giving at all levels, foundation and corporate relations, events, special projects, donor stewardship and communications, and donor systems.
- **Donor and constituency relationships:** identify, cultivate, solicit, and steward a portfolio of major donors, corporate and foundation supporters, capable of gifts of \$10,000 or more, including conducting personal solicitations locally and outside the Bay Area.
- **Membership management:** manage membership staff to increase new and renewing members, ensure delivery of benefits, and identify means for membership development.
- **Staff management:** build and guide a team of fund development and administrative professionals, including staff and contractors, manage operations of the team and mentor them as they build their professional capacity.
- **Board and volunteer engagement:** effectively partner with the Executive Director to recruit and staff Board Members and other leadership volunteers, and build their capacity to strengthen philanthropic relationships; partner with the Board and Executive Director on philanthropic priorities, donor solicitations, and future campaigns.
- **Donor communications:** manage a comprehensive donor communications plan, using a range of online, print, and social media tools, and working with outside contractors and vendors as needed.
- **Systems management:** oversee use of the CRM systems and gift processing by staff, to ensure the smooth functioning of donor acknowledgement and recognition systems, review and update; policies and procedures as needed; manage reporting to institutional funders.
- **Organization:** set priorities and strategies for Fund Development, and collaborate with other staff and volunteers to implement the plan.
- **Financial management:** prepare and manage the Fund Development revenue and expense budgets and reforecasts, as well as metrics and evaluation.



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- **Branding and external relations with the greater community:** identify and execute strategies for building and enhancing Fairyland's reputation in the community, including with external partners and organizations; represent Fairyland at donor and community events.

### Qualifications

Fairyland seeks candidates who have proven leadership in a nonprofit organization, a track record of success in Fund Development, and a strong commitment to Fairyland's mission, organizational values, and the diversity of communities we serve.

- 5+ years overall of Fund Development experience and demonstrated success in planning and executing a fund development campaign with multiple priorities, key performance indicators and metrics, and campaign planning.
- 3+ years of experience successfully identifying, cultivating, soliciting, and stewarding relationships with individual, corporate, foundation and government funders, working with leadership donors, including conducting personal solicitations, and working with Board Members and leadership volunteers to conduct personal solicitations of these donors.
- Experience developing and executing successful multi-year Fund Development plans, including all levels of individual giving, foundations and corporate relations, events, legacy gifts, membership, and related marketing and communications strategies to support this work.
- Experience with capital and endowment campaigns is very desirable.
- Experience managing Board committees and other leadership volunteers.
- Marketing and communications experience is desirable.
- Strong experience in financial resource management, budget development, and reforecasting.
- Able to serve as counsel to and partner with the Executive Director on philanthropic and Board activities.
- Experience supervising, selecting, and coaching staff, and the management, and administrative skills that motivate and build staff competencies.
- A collaborative approach to work and commitment to ethical fundraising practices.
- Well-developed communication skills, including excellent writing ability and public speaking skills.
- Willing and able to work occasional evenings and weekends.
- Strong organization and time management skills.
- Experience with donor databases, especially Raiser's Edge and online fundraising strategies, and Microsoft Office Suite.
- Knowledge of the Oakland and/or greater Bay Area philanthropic community.



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- Collegial, with a sense of humor and whimsy.
- Bachelor's degree in a related area, and/or equivalent experience. Additional studies or certification in philanthropy or nonprofit management are desirable.

### Interested in Joining Fairyland?

This is a full-time position with competitive salary and benefits plan. The requirements listed above are representative of the knowledge, skills, and/or abilities required. The position will require a combination of remote and onsite work. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The position will require a background check. We fully and actively support equal opportunity for all people, regardless of race, ethnicity, religion, national origin, disability, or sexual orientation. We seek candidates with a demonstrated commitment to diversity, equity, and inclusion, community building, and meaningful connection with a broad range of people and institutions. Fairyland is an Equal Opportunity and Affirmative Action Employer.

Candidates should send a cover letter and resume to:

Kymberly Miller, Executive Director  
CHILDREN'S FAIRYLAND  
699 Bellevue Ave., Oakland, CA 94610  
[Recruitment@Fairyland.org](mailto:Recruitment@Fairyland.org)

No phone calls, please.