



## JOB DESCRIPTION

DIRECTOR OF PHILANTHROPY  
CHILDREN'S FAIRYLAND

OAKLAND, CA

### COOK SILVERMAN SEARCH

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## ABOUT CHILDREN'S FAIRYLAND

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, storytelling, children's theater, summer camps, a retail store and a café. Fairyland's core participants are children aged 2-8 years old, and they 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. Children's Fairyland's programs address one or more of its 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. Its operating budget is \$3.1M and revenue is generated through memberships, admission fees, retail sales, program fees, and corporate, foundation, and individual gifts. Children's Fairyland's 12 member-board is 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)

## POSITION OVERVIEW

Fairyland is seeking a Director of Philanthropy who will provide leadership and management for the planning and execution of fund development activities for Fairyland. Fairyland envisions the potential of a capital campaign to celebrate its 75<sup>th</sup> anniversary in 2025.

## REPORTING RELATIONSHIPS

The Director of Philanthropy 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.

## PRIMARY RESPONSIBILITIES

- **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.
- **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

- 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.
  - 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.

## SALARY OR SALARY RANGE

The salary range for this position is \$ 100,000 to \$120,000 plus full benefits.

To demonstrate our commitment to equity and equal pay for all, Cook Silverman Search will continue to post salary ranges on all of its job descriptions moving forward. The practice of not posting salaries perpetuates the gender wage gap and discriminates against people of color by causing individuals to negotiate from a disadvantaged starting point.

## TO APPLY

To apply for this position, or for additional information on the opportunity, please send a copy of your resume with a cover letter to Victoria Silverman at [apply@cooksilverman.com](mailto:apply@cooksilverman.com).

All applications and inquiries will receive a response and be kept strictly confidential.

Children's Fairyland is an Equal Opportunity Employer.