Director of Advancement

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<th>Job Title: Director of Advancement</th>
<th>Supervisor: Executive Director</th>
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<td>Exempt/Non-exempt: Exempt</td>
<td>Full Time: 40 hours per week</td>
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<td>Schedule: Weekdays w/ occasional wknd/evening</td>
<td>Salary Range: $90,000 to $95,000 per year</td>
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This role manages Fairytale Town’s marketing and development programs including membership, fundraising, sponsorships, select events, marketing and PR. This position supervises two employees and is a member of the park’s leadership team.

A candidate who will flourish is creative, smart, strategic, self-directed, outgoing and fun-loving.

**Job Duties** (duties may include but are not limited to)

- Oversee marketing efforts including website, social media, press releases, printed materials, weekly e-newsletter, paid media, brand management
- Secure gifts and grants from individuals, corporations, foundations, other funders
- Manage corporate and media sponsorships
- Manage donor/member database
- Develop annual fundraising goals, budgets and work plans
- Develop the annual marketing plan, including schedules for promoting happenings year-round
- Staff liaison for Advancement to the board and its Fund Development Committee
- Serve as public spokesperson for Fairytale Town

**Job Skills/Experience Requirements**

- Several years of fundraising, marketing, PR, communications or related experience
- Proficiency with database management and strong general computer skills
- Strong communication skills
- Ability to collaborate with diverse group of volunteers and fellow staff
- Experience in budget management

**Education / Certifications**

- Undergraduate college degree

**Job Abilities**

- Possession of a valid California driver’s license and reliable transportation
- Ability to lift 25 pounds
- Able to work in environment with penned animals present.

**TO APPLY:** send a cover letter and resume to ksmithfagan@fairytaletown.org. No phone calls, please.