

Director of Advancement

Job Title: Director of Advancement	Supervisor: Executive Director
Exempt/Non-exempt: Exempt	Full Time: 40 hours per week
Schedule: Weekdays w/ occasional wknd/evening	Salary Range: \$90,000 to \$95,000 per year

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.