



Vice President of Development Position Description

I. TITLE: VICE PRESIDENT OF DEVELOPMENT

II. POSITION SUMMARY:

As a key member of Waterloo Greenway's leadership team, the **Vice President of Development** leads the strategy, management, and execution of the organization's annual fundraising efforts to support operating priorities. This position plays a central role in organizational decision-making and partners closely with the Chief Development Officer (CDO), CEO, and fellow senior leaders to ensure alignment between fundraising goals and Waterloo Greenway's long-term vision.

Reporting to the CDO, the Vice President of Development serves as the staff lead to the Board's Development Committee, providing guidance, strategy, and reporting to drive board engagement and annual fundraising performance. The role holds primary responsibility for identifying, cultivating, soliciting, and stewarding major donors to meet or exceed the organization's annual operating revenue goals. In partnership with the CDO, the Vice President develops and implements comprehensive strategies for major gifts, annual giving, and fundraising events, with an emphasis on relationship building, donor retention, and long-term giving.

ESSENTIAL FUNCTIONS:

- Leading the day-to-day execution of the operating campaign and donor pipeline management.
- Managing donor engagement strategies, including identification, qualification, cultivation, solicitation, and stewardship of major donors.
- Driving performance across all annual fundraising initiatives, including giving campaigns, events, and donor communications.
- Overseeing the Leadership Circle donor program including communication, cultivation, stewardship engagement, events, and solicitations. Focus on growth strategies to increase program support annually.
- Overseeing the successful management and execution of two special events, raising in excess of \$1.9 million.
- Overseeing strategy and management of institutional funders, including government and private foundation grantors, and corporate sponsors of community programming and annual concert series.
- Managing and developing a growing team of development staff and volunteers dedicated to the organization's operating fundraising efforts.





- Creating and managing systems and processes rooted in fundraising best practices to support successful annual fund and major gifts strategies, including the overseeing of donor database accuracy, acknowledgments, and reporting systems.
- Serving as a visible ambassador for Waterloo Greenway with funders, partners, and the broader community.

III. OTHER ACCOUNTABILITIES:

- Provide professional, quality customer service to donors, members, volunteers, staff, and other community contacts.
- Prepare data for CEO, CDO and Board, to share ongoing results for the fiscal year.
- Work collaboratively with development staff responsible for capital or special projects.
- Maintain all relevant data in the database including donor meetings, correspondences, actions, etc.

IV. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

This job is primarily performed in an indoor office environment, requiring the candidate to remain in a stationary position over 50% of the time. During events, this person may be required to lift heavy objects and stand for long periods of time; this is not essential, and reasonable accommodations will be made if the person is not able to meet this requirement. This person occasionally works in outdoor weather conditions. Reliable transportation is required to attend frequent meetings off-site. Some evening and weekend hours are required.

V. EDUCATION AND EXPERIENCE:

- Demonstrated high professional standards, initiative, and integrity.
- Minimum 7 years of Development experience including demonstrated success in individual giving, major gift, and corporate and foundation fundraising and management.
- Proven track record of achieving annual fundraising goals of \$2M+.
- Experience with using and managing fundraising and data management systems.
- Experience with moves management including, but not limited to, prospect identification, cultivation, solicitation and stewardship.
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively.
- Demonstrated ability to think strategically and thorough understanding of strategic development.
- Exceptional organizational, strategic and creative, and accurate multitasking skills.
- Commitment to the mission and vision of the Waterloo Greenway Conservancy.





VI. ORGANIZATIONAL RELATIONSHIPS:

- Reports to: Chief Development Officer
- Supervises: Director of Annual Giving, Director of Corporate & Foundation Partnership

VII. TO APPLY:

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional references via email to jobs@waterloogreenway.org.

Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.

EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway and Live Nation Entertainment strongly support equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

