



<b>Director of Development/Major Gifts Position Description</b>
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## POSITION SUMMARY

As a key member of Waterloo Greenway's fundraising team, the **Director of Development / Major Gifts** will lead fundraising strategies focused on major gifts and capital campaign initiatives that fuel the continued growth of the 35-acre urban park system connecting Austin through nature, art, and community.

Reporting directly to the **Chief Development Officer (CDO)**, this position will manage a robust portfolio of high-net-worth donors and prospects, working collaboratively with the CEO, CDO, VP of Development/ Operations, Board of Directors, and Capital Campaign Committee to secure transformational philanthropic investments that advance Waterloo Greenway's capital and programmatic priorities. While this role focuses on the capital campaign, it will also support operating goals, ensuring long-term sustainability of the organization through strategic identification, cultivation, solicitation, and stewardship of major donors of \$25,000 and beyond.

This is an exceptional opportunity for a strategic, relationship-driven fundraiser to help shape one of Austin's most significant public projects.

## ESSENTIAL FUNCTIONS

### Major Gift and Campaign Strategy

- Lead the development and implementation of Waterloo Greenway's major gifts and capital campaign strategies, in partnership with the CDO, CEO, VP for Development/Operations, Board, and Capital Campaign Committee.
- Manage a personal portfolio of approximately 100 major gift prospects, including individuals and foundations.
- Establish and achieve annual fundraising goals aligned with Waterloo Greenway's capital project milestones.
- Manage the campaign prospect pipeline, using a moves management framework to ensure steady progress of prospects through all phases of cultivation, solicitation, and stewardship. Document staff and volunteer activity in a tracking system for planned or completed actions, gifts commitments, and naming opportunities.
- Create compelling cases for support, campaign materials, and proposals tailored to donor interests and organizational priorities.
- In partnership with the CDO and VP of Development, manage the Greenway Guardians major donor program and the development of the annual case for support for operating major gifts based on priority needs.
- Develop strategies for Foundation support and manage grant writer on preparation of applications and proposals.





- Partner with the CDO and VP of Development to engage and prepare organizational leadership, board members, and campaign volunteers for solicitation activities.

### **Leadership and Collaboration**

- Serve as a strategic thought partner to the CDO and CEO, providing leadership on long-term fundraising strategy, campaign planning, and donor engagement.
- Work closely with other development team members to ensure alignment between campaign and annual fundraising efforts, donor recognition, communications, and events.
- Provide regular reports, forecasts, and analytics to the CDO, CEO, Board of Directors, and Capital Campaign Committee, maintaining transparency and accountability in campaign progress.

### **Donor Relations and Stewardship**

- Personally manage relationships with the organization's top-tier individual donors, ensuring meaningful engagement and long-term commitment.
- Plan and execute high-touch stewardship activities, including private tours, salon events, and campaign briefings that deepen donor relationships.
- Serve as a visible ambassador for Waterloo Greenway, representing the organization at internal and external events and community gatherings.

### **Organizational Leadership**

- Contribute to the organization's overall strategic direction as a member of the senior leadership team.
- Promote a culture of philanthropy and donor-centered fundraising across departments.
- Support special events and initiatives that advance Waterloo Greenway's mission and deepen relationships with the community.

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree from accredited four-year college or university.
- Demonstrated high professional standards, initiative, and integrity.
- Minimum 5 years of progressive experience in nonprofit fundraising, with an emphasis on major gift or campaign work.
- Demonstrated success managing donor portfolios and securing five- and six-figure gifts from individual donors.
- Experience leading prospect strategy planning, prospect pipeline development, and volunteer engagement.
- Strong leadership, interpersonal, and communication skills; demonstrated ability to write clearly and persuasively.
- Strategic thinker with hands-on ability to execute complex fundraising initiatives.
- Ability to work independently and collaboratively across teams.
- Experience using and managing fundraising and data management systems.
- Passion for urban green spaces, community engagement, and Waterloo Greenway Conservancy's mission.





## **COMPENSATION**

Competitive compensation, commensurate with experience. Comprehensive benefits package including health, vision, and dental insurance; generous PTO; retirement plan with organizational match.

## **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.

## **TO APPLY**

Qualified applicants are invited to submit a résumé, cover letter, and contact information for at least three professional references via email to [jobs@waterloogreenway.org](mailto:jobs@waterloogreenway.org). (References will not be contacted without prior notification.)

Applicants must possess work authorization that does not require employer sponsorship for a visa.

## **EQUAL EMPLOYMENT OPPORTUNITY**

Waterloo Greenway strongly supports 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 position.

