

## **Development & Communications Department**

**Title:** Development & Communications Manager  
**Reports to:** Director of Development & Communications  
**Compensation:** \$55,000  
Applications accepted through January 6, 2023

### **Background:**

---

The Garfield Park Conservatory Alliance (GPCA or the Alliance) was incorporated in 1998 as a private, non-profit organization committed to the restoration and revitalization of the Garfield Park Conservatory. While the Conservatory is owned and operated by the Chicago Park District, the Alliance is responsible for developing and funding quality education programs and events, promoting community engagement and enhancing visitor services. In its 20+ years, the Alliance has facilitated exponential growth at the Conservatory, offering 450 public programs annually and welcoming over 260,000 visitors in 2019 - including 20,000 school children. In 2023 we will celebrate 25 years strong, and the Conservatory building will turn 115!

### **Position Overview:**

---

The Development & Communications Manager is responsible for growing philanthropic contributions from individual donors supporting the Garfield Park Conservatory Alliance. This position plays a significant role in building relationships with external partners including members, donors, volunteers, vendors, media and community partners. As a member of the Development & Communications team, the Development & Communications Manager has an annual fundraising goal of approximately \$300,000 to support the department fundraising goal of \$2.3M annually to advance GPCA's mission to change lives through the power of nature.

The ideal candidate will display leadership qualities by thinking strategically and comprehensively about the strategic plan goals of the Alliance as well as the donor experience and provides professional insight to accomplish those goals. The Manager will initiate collaboration and seek input from key stakeholders to assemble fundraising ideas that deliver on mission as well as drive engagement, membership, and revenue goals for the Conservatory.

### **Position Duties:**

---

#### **Individual Giving: Membership and Annual Fund**

- Manage the Membership program, including the monthly renewal process for 1,400+ members and individual donors with strategies to inspire individuals to give at higher levels of support (annual goal approx. \$155,000)
- Manage the Annual Fund program with one or two annual drives per year, including electronic and print collateral (annual goal approx. \$145,000)
- Manage monthly reporting requirements
- Identification, solicitation and stewardship of donors with potential to give \$1 - \$500 annually
- Supervise Development & Special Events Coordinator to ensure fulfillment of membership benefits, acknowledgement letters, donor cultivation and stewardship activities
- Supervise Development & Special Events Coordinator and oversee gift entry and ensure clean donor database

## **Communications**

- Draft, edit, and send digital and print fundraising appeals, correspondence and enhance our focus on stewardship
- Create and manage the monthly e-newsletter and additional eblasts as needed for fundraising, special events or programs.
- Make occasional website updates
- After 6-month trial period, supervise the Part Time Digital Media Specialist to ensure delivery of content calendar and alignment with organization's priorities and overall communications strategy
- Serve as the main customer service and social media representative across platforms. This includes monitoring notifications, replying to comments and direct messages, etc.

## **Department Collaboration**

- Participate in event management of FLEUROTICA, our annual signature fundraising event
- Participate in annual goal setting and budgeting to play an active role in department planning
- Demonstrate a commitment to continuous improvement to enhance systems and procedures
- Demonstrate a commitment to understanding the programs and work of the Alliance in order to effectively represent GPCA to others
- Demonstrate a commitment to data review and reporting to inform strategies and goal setting
- Assist Director in meeting coordination for Board of Directors committee meetings, take minutes and follow up on action items
- Help foster solidarity among networks. You will be part of a public-private partnership and work closely across GPCA departments and with staff from the Chicago Park District, as well as other external community partners and stakeholders.

## **You would like to work here if...**

- You're passionate about plants and people! You care about equitable access to nature, diversity and inclusion
- You're looking for an opportunity to make your mark on an organization or an issue area you care about...we are a small but steadily growing organization with big vision and goals for the future. [Click here](#) to review our current strategic plan (link opens in a new tab).
- You thrive in a small department team where you wear a few hats, but they are focused on fundraising, individual giving, storytelling and event management
- You appreciate a supportive, positive environment based on mutual respect
- You'd be comfortable with a schedule where you know how to manage your time

## **Our ideal candidate is...**

- Comfortable fundraising, including talking to donors and asking for donations both in person and through written communication
- An administrative whiz with a knack for communications
- Curious and enjoys learning or trying new things and open to change
- Positive, supportive, and organized

- Dedicated to advancing an equitable and inclusive environment

**Minimum Qualifications:**

- Completion of a Bachelor's degree or commensurate experience working in fundraising
- 2 – 3 years of experience in donor cultivation, solicitation & stewardship
- Drafting letters and emails to donors, customers and/or organizational partners
- Proficient with MS Office including Excel
- Experience with Microsoft One Drive or other file-sharing software
- Experience with Donor Perfect or other database management
- Experience with data generation, review and reporting
- Excellent written and verbal communication

**Preferred Qualifications:**

- Supervising others
- Managing or growing a membership program
- Collaborating with multiple teams
- Gala or special event fundraising
- WordPress experience

**Location & Schedule:**

- Average 40 hours per week
- Working hours are scheduled M-F between 9am-5pm at Garfield Park Conservatory
- Working on-site you may be exposed to live insects or critters due to the abundance of living plants housed throughout the Conservatory
- Some nights or weekends required
- Hybrid work option available

**Benefits and Salary:**

- Salary is \$55,000
- Benefits include medical, dental, vision insurance, company-paid life insurance, short-term and long-term disability
- Paid time off includes two weeks' vacation (accrued monthly and accessible within 90 days), 11 paid holidays, 6 personal days and paid sick time.

**Application Instructions:**

To apply, please submit a cover letter and resume highlighting relevant experience to Marie Stringer at [mstringer@garfieldpark.org](mailto:mstringer@garfieldpark.org). Applications will be reviewed on a rolling basis with priority to those applying by end of day Friday, January 6, 2023.

**Garfield Park Conservatory Alliance (GPCA) is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind.**

GPCA is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at GPCA are based on the organizational needs, job requirements and individual qualifications, without regard to race, color, religion or belief, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. GPCA will not tolerate discrimination or harassment based on any of these characteristics. GPCA encourages applicants of all ages.