



## Director of Advancement

**Position Type:** Full-time, Exempt

**Reports to:** Executive Director

**Supervises:** Advancement Team (currently including grants and database staff, plus communications and marketing functions as well as related contractors/vendors)

**Salary Range:** \$110,000–\$130,000 plus benefits

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### Position Overview

Irvine Nature Center seeks a strategic, entrepreneurial, and results-oriented Director of Advancement to lead all fundraising, marketing, communications, and revenue-generation efforts for the organization.

As a key member of Irvine’s leadership team, the Director of Advancement will develop and execute an integrated advancement strategy focused on increasing contributed and earned revenue, expanding community engagement, elevating organizational visibility, and strengthening Irvine’s long-term sustainability and impact.

This role oversees all fundraising activities, including major gifts, annual giving, corporate and foundation partnerships, planned giving, stewardship, special events, and the completion of Irvine’s \$10 million capital campaign. The position also leads all marketing and communications efforts with a strong emphasis on dramatically increasing visibility, attendance, and revenue for Irvine’s public programs, events, camps, and educational offerings.

The Director of Advancement will serve as a strategic partner to the Executive and Deputy Directors and help build a modern, high-performing Office of Advancement that aligns fundraising, marketing, communications, and audience development strategies to drive organizational growth.

The Advancement team currently includes three full-time fundraising staff members, with funding available for the successful candidate to evaluate future staffing structure and departmental growth.

The ideal candidate is a highly motivated revenue-builder who combines strategic leadership with hands-on execution and has a proven ability to grow fundraising results, expand audiences, and drive engagement through effective marketing and relationship management.

## **Key Responsibilities**

### *Advancement Strategy & Revenue Growth*

- Develop and lead a comprehensive advancement strategy focused on increasing philanthropic and earned revenue.
- Partner with the Executive Director and Board of Trustees to establish fundraising priorities, revenue goals, and growth strategies.
- Build and strengthen a culture of philanthropy and revenue accountability across the organization.
- Track and analyze fundraising, marketing, attendance, and engagement metrics to drive decision-making and performance.
- Serve as staff liaison to the board Development Committee and support board engagement in fundraising and donor cultivation.

### *Fundraising & Philanthropic Partnerships*

- Lead all fundraising initiatives, including:
  - Major gifts
  - Annual giving
  - Corporate sponsorships and partnerships
  - Foundation and institutional giving
  - Planned giving
  - Campaign fundraising
  - Special events and donor engagement
- Manage a portfolio of major donors and high-capacity prospects.
- Identify, cultivate, solicit, and steward donors, sponsors, and institutional funders.
- Partner closely with the Executive Director and Board on donor strategy and major gift solicitations.
- Develop strategies to diversify and grow contributed revenue streams.
- Oversee donor stewardship and engagement efforts to strengthen long-term relationships and retention.

### *Marketing, Communications & Earned Revenue Growth*

- Lead all marketing and communications efforts with a strong focus on increasing attendance and revenue for Irvine's public programs, camps, classes, events, and educational offerings.
- Develop and execute integrated marketing campaigns across digital, print, email, social media, advertising, and public relations channels.
- Strengthen Irvine's visibility, brand awareness, and audience engagement throughout the region.
- Oversee organizational communications, including:
  - Brand management
  - Website and digital presence
  - Social media strategy
  - Email marketing
  - Advertising and promotions
  - Media relations

- Publications and storytelling
- Collaborate with program staff to market programs effectively and maximize participation and earned revenue opportunities.
- Monitor marketing analytics and audience data to optimize campaign performance and return on investment.
- Ensure consistent, compelling, mission-driven messaging across all platforms.

#### *Capital Campaign Leadership*

- Support the successful completion of Irvine's \$10 million capital campaign.
- Partner with campaign leadership, volunteers, consultants, and board members to maintain campaign momentum and donor engagement.
- Oversee campaign communications, stewardship, and donor strategy.

#### *Team Leadership & Advancement Operations*

- Lead, supervise, mentor, and grow the Advancement team.
- Evaluate departmental structure, workflows, systems, and staffing needs to support organizational growth.
- Build a collaborative, accountable, and high-performing advancement culture focused on results.
- Oversee advancement operations, donor systems, reporting, and data integrity.
- Partner with Finance to ensure accurate gift processing, reconciliation, and reporting.
- Develop and manage departmental budgets, forecasts, and revenue projections.

### **Qualifications**

#### *Required Qualifications*

- Bachelor's degree or equivalent professional experience in fundraising, marketing, communications, nonprofit management, business administration, or related field.
- Minimum of 8 years of progressive leadership experience in advancement, fundraising, marketing, communications, or related fields.
- Demonstrated success growing fundraising revenue and securing major gifts.
- Proven experience developing marketing strategies that increase audience engagement, participation, and revenue.
- Strong understanding of integrated fundraising, marketing, and communications strategy.
- Exceptional relationship-building and interpersonal skills.
- Excellent written, verbal, and presentation skills.
- Strong strategic thinking, organizational leadership, and project management abilities.
- Experience supervising staff and building collaborative teams.
- Ability to analyze data and use metrics to drive strategy and performance.
- High degree of professionalism, initiative, discretion, and sound judgment.

### *Preferred Qualifications*

- Experience working in environmental, educational, cultural, or mission-driven nonprofit organizations.
- Experience leading or supporting a capital campaign.
- Knowledge of CRM and fundraising systems such as Blackbaud Raiser's Edge NXT or similar platforms.
- Experience with digital marketing, audience development, and revenue-generating campaigns.
- Interest in environmental education, conservation, nature-based learning, or community engagement.

### *Physical Requirements*

- Ability to lift and carry up to 50 pounds occasionally.
- Ability to attend events, donor meetings, and organizational activities onsite and offsite.
- Valid driver's license and reliable transportation.

### *To Apply*

Please submit a resume, cover letter, and three professional references to [HR@ExploreNature.org](mailto:HR@ExploreNature.org).

Employment is contingent upon successful completion of a background check and fingerprinting process.

Irvine Nature Center is an Equal Opportunity Employer committed to building a diverse and inclusive workplace. We encourage candidates from all backgrounds and experiences to apply.