

**Position Overview:** Director, Direct Response

The Director, Direct Response will be responsible for the digital (online and mobile) and direct mail fundraising programs at the National Park Foundation. S/he will develop multi-year strategies to aggressively grow the donor base and net revenue to achieve maximum results. The Foundation is committed to rigorous file growth in the next five years.

This position is responsible for leading and growing the digital (online and mobile) and direct mail programs, as well as contributing to the Centennial Campaign for America's National Parks. The Director is a seasoned professional with a successful track record as a proven fundraiser, strong communicator, and collaborative leader who must be proactive in growing the donor base and supporting senior leadership in their fundraising efforts.

The Director will report directly to the Vice President, Planned and Annual Giving and will supervise two managers.

**Essential Functions/Duties/Tasks:**

- Provide vision, leadership, and strategy for sustainable growth across the digital and direct mail spectrum, including implementing effective messaging and appeal strategies, and strategic data analysis.
- Collaborate with fundraising consultants and other agencies, the VP of Planned & Annual Giving, Development staff, and the board in the planning, development, execution, expansion, and evaluation of all integrated direct marketing campaigns.
- Integrate all messaging/communications across direct response platforms (direct mail, online, mobile), coordinating closely with the Individual Giving team as well as Marketing & Communications.
- Maximize the income potential of present and lapsed donors, evaluate future acquisition strategies, and upgrade programs.
- Build on the success of the current direct mail and digital programs by utilizing leading-edge data analytics and predictive modeling techniques to increase the Foundation's donor base and net revenue, and work toward greater vertical integration with the donor pipeline.
- Collaborate with the IFG Development team on donor pipeline development and in providing a holistic, strategic donor experience at the Foundation.
- Implement new internal and external programs to increase efficiency, maximize donor stewardship, and leverage database management.
- Manage internal department budget, track all invoices/expenses, provide regular written reports and commentary to management, and manage multiple vendor relationships.
- Prepare weekly, monthly, and annual reports on all campaign activity and on progress of goal to date by channel (i.e., direct mail, online giving, etc.).
- Promote a fundraising culture and strong work ethic.

**Required knowledge, skills, and abilities:**

- Demonstrated success creating strategic appeal campaigns that communicate the case for support to individuals of various backgrounds.
- Demonstrated success maintaining an enterprise-wide perspective and utilizing strong analytical skills to maximize ROI.
- Demonstrated ability to work independently and to motivate others.
- Excellent donor, vendor, and board communications/relations.
- Excellent budgeting and negotiation skills.
- Strict adherence to ethical and confidentiality guidelines for both the Foundation and the Association of Professional Researchers for Advancement (APRA) at all times.
- A strong track record as an effective, team-oriented leader and a thoughtful collaborator.
- Knowledge of planning, finance, budgeting, and development information systems.
- Strong affinity for national parks with the ability to serve as a compelling ambassador for the National Park Foundation.
- A deep, broad knowledge of industry best practices, standard operating procedures, and new approaches to digital fundraising and direct mail programs, system integration, and organizational efficiency.
- Excellent interpersonal skills, including the ability to communicate effectively and concisely (both in writing and orally); listens as well as gives advice, and respects the abilities of others.
- Exceptional organization, analytical, strategic planning, and research skills.
- Strong attention to detail with the ability to solve problems and excel in a high-performance culture.
- Ability to maintain professionalism while completing responsibilities in a precise, dedicated, and flexible manner.
- Creativity and an entrepreneurial spirit; someone who is willing to try new ideas and think “outside the box,” and will motivate the team to do the same.
- A positive attitude and proven success as a strong, diplomatic mentor.
- Demonstrated ability to manage multiple projects and deadlines while maintaining disciplined adherence to program goals. Must work well under pressure.

**Preferred education and experience:**

- Bachelor’s degree in relevant field of experience from accredited institution;
- Seven or more years of nonprofit fundraising and direct marketing experience;
- Experience and expertise in developing and implementing a cohesive, innovative, aggressive, and integrated direct response strategies that have resulted in measurable and significant growth in net revenue and donor base;
- Proven experience leading a team of results driven professionals

**Description of physical demands and work environment:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to use hands to operate office equipment and computing resources.
- Employee frequently is required to sit; reach with hands and arms; and stoop, kneel, crouch, and often required to stand and walk.
- Employee must be able to sit for periods of time using office equipment and computer.
- Position may require moderate lifting of supplies and materials from time to time.
- The working environment is a general office environment with low noise level.
- Must be able to travel to external locations as required via various modes of transportation.
- Professional attire is required.

**About NPF:**

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

Chartered by Congress in 1967, the National Park Foundation is rooted in a legacy that began more than a century ago, when private citizens from all walks of life took action to establish and protect our national parks. Today, the National Park Foundation carries on that tradition as the only national charitable nonprofit whose mission is to directly support the National Park Service.

**Join the Team:**

Join our energetic, passionate team at the National Park Foundation. As the official charitable partner of America's national parks, we are helping to preserve, protect and promote our country's most treasured places. Communicating about the parks, and fundraising to support them, is at the very center of our mission. Your work will make a direct and lasting impact on conservation, culture, preservation, recreation, education, stewardship, and volunteerism – preserving our national parks for centuries to come.

If you know you are the ideal candidate for this position, please submit your cover letter and resume by email to [resumes@nationalparks.org](mailto:resumes@nationalparks.org). Please indicate the job title in the subject line of the e-mail.