

EAST BAY REGIONAL PARK DISTRICT

DEVELOPMENT OFFICER

Reports to: A.G.M. for Public Affairs

Supervises: Position may supervise professional, administrative, clerical, and/or contractor personnel in support of fund raising activities, community relations, public information, and/or outreach efforts.

GENERAL FUNCTION

Under direction, plans, coordinates, and implements one or more of the following programs: fund raising, public information, and community outreach. Works with corporations, foundations, other government agencies, community organizations, and individuals to address common issues and to develop potential funding sources. This classification has a Community Relations option, with functions split evenly between community relations support to the General Manager and development and implementation of outreach programs. Performs other work as required.

PRINCIPAL RESPONSIBILITIES

1. Development Officer: Manages the development function within the Public Affairs Office in support of the Park District and the Regional Parks Foundation (RPF). Duties include supervising staff members involved in development tasks, directing fundraising projects authorized by the Board and the RPF, and ensuring records are maintained and accounted for. Researches potential matches of District and Foundation programs with outside sources of support; prepares proposals to seek private support and follows up to track progress. Establishes and maintains relationships with donors, friends of the District, and centers of influence within the general community. Solicits gifts and assists in the process, when appropriate. Tracks gifts and monitors them to assure they are held and expended according to the donor's wishes and the authorizations of the District and Foundation Boards. Manages ongoing support programs including membership, environmental education, special populations, parks express, etc. Staffs sub-committees of the Board, as assigned. Prepares periodic financial reports and supervises the audit of the RPF. In addition to reporting to the AGM for Public Affairs, this position also reports to the Executive Director of the Regional Parks Foundation.
2. Community Relations Option: General Manager Support - develops and maintains relationships with local governments, other jurisdictions, and concerned groups, organizations and individuals to further the aims and objectives of the District. Schedules and/or attends meetings, such as mayor's conferences, quarterly liaison meetings with EBMUD, LARPD, Alameda and Contra Costa Counties, etc.; prepares agenda, backup material, and correspondence for the General Manager or the AGM for Public Affairs; represents the District in their absence to present the District's interests and goals; handles issues that arise out of such meetings and coordinates responses or recommendations with appropriate District staff. Performs special projects for the General Manager.
3. Outreach: formulates programs and relationships to encourage culturally diverse utilization of the parks and other District facilities; solicits community input to ensure the District's programs are of interest to and meet the needs of the community's diverse constituency; fosters partnerships with school districts, recreation and conservation agencies, and community

organizations representing various cultures and ethnic groups. Conceives, organizes, and conducts special events; coordinates plans and event support with organizations and groups. Leads efforts to obtain funding for outreach efforts.

4. Supervision: Supervises staff in the accomplishment of some, or all, of the above duties. Interviews candidates and makes selections; evaluates performance; recommends or approves training requests; schedules vacations and approves requests for leave; resolves employee dissatisfactions; takes appropriate discipline.

MINIMUM QUALIFICATIONS

<u>Education</u>	Graduation from a 4-year college or university with major course work in public administration, public relations, communications, or a related field, <u>and</u>
<u>Experience</u>	Four years of professional or technical experience in fund raising, grants administration, community relations, or related fields. (Community Relations Option) Four years of professional or technical experience in community relations, community outreach, fund raising, or related fields; <u>or</u>
<u>Substitute</u>	An equivalent combination of education and experience.
<u>License</u>	A valid California driver's license, Class C, is condition of initial and continued employment in this classification; may be required to work unusual hours, weekends, and holidays.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of the principles of philanthropy and fundraising for non-profits organizations and the ability to put them into practice. Skill in dealing with people, especially those who have the potential of becoming donors. Ability to supervise others. Ability to manage programs, handle multiple projects, and to prioritize tasks. Ability to utilize a personal computer. Ability to communicate both orally and in writing. Ability to prepare financial reports and audit funds.

Community Relations Option

Knowledge of the principles, practices, and methods of public relations. Knowledge of East Bay corporate, business, community, political, and media organizations and key representatives. Knowledge of word processing programs. Ability to speak persuasively in public forums and to work effectively with governmental staff and elected officials. Ability to compose correspondence, speeches, studies, and reports. Ability to plan and organize special events and outreach strategies. Ability to work under strict deadlines and with multiple priorities. Ability to supervise others. Ability to analyze data and other information.