



## **Associate Director, Donor Database & Development Operations**

### **About the Organization - Golden Gate National Parks Conservancy**

Since 1981, the [Golden Gate National Parks Conservancy](#) (Parks Conservancy) has served as the nonprofit partner of the National Park Service, collaborating with the Presidio Trust, partners, donors, and the community to support the Golden Gate National Recreation Area (GGNRA). The GGNRA stretches across three Bay Area counties north and south of the Golden Gate Bridge and includes iconic places such as Muir Woods National Monument, Fort Point National Historic Site, Alcatraz Island, Crissy Field, Mori Point, Lands End, and the Presidio of San Francisco.

The Parks Conservancy engages at the intersection of national park sites, local communities, social justice, and climate resilience. Collaborating with partners, our staff are dedicated to enhancing public awareness and providing volunteer and educational opportunities in the parks. We are park builders, caretakers, ambassadors and educators, all working to connect people to parks in support of our vision Parks for All Forever. Join us.

### **About the role - Associate Director, Donor Database & Development Operations**

The Associate Director, Donor Database & Development Operations plays an integral role in shaping the overall development operations strategy through the management and oversight of donor and membership databases, ensuring data integrity and leveraging insights for the Conservancy's development efforts. This position collaborates with the Development, Finance, Operations and Communications teams to optimize data-driven strategies that support fundraising, engagement, and conservation initiatives. Reporting to the Chief Development Officer, the Associate Director will innovate data management practices that enhance donor relationships, streamline reporting, and support organizational growth.

#### **Your responsibilities will include:**

- Database Management:

- Oversee CRM systems (currently Raiser's Edge and Luminate), ensuring accurate donor and membership data entry, maintenance, and record management.
- Drive the development of processes for tracking, reporting, and analyzing donor and membership data, achieving improvements in data integrity and efficiency.
- Collaborate with development and finance teams for gift processing, reconciliation, and acknowledgment.
- Lead trainings for current staff on database tools and when onboarding new team members.
- Assess and implement new CRM tools and technologies to keep database practices current and efficient.
- Data Strategy & Analysis:
  - Identify emerging data trends in the philanthropic sector and recommend strategies that leverage these trends to enhance donor engagement and campaign effectiveness.
  - Develop dashboards and reports tailored to both leadership and cross-functional teams, offering predictive insights for fundraising initiatives.
- Team Collaboration & Leadership:
  - Oversee one direct report, responsible for database maintenance and donor services (e.g., gift acknowledgments, prospect identification, event attendance, etc.), providing mentorship and guidance to ensure data accuracy and compliance.
  - Provide continuous training opportunities and upskilling for direct reports and the broader team in database and analytics best practices.
  - Establish cross-functional data-sharing protocols with Communications, Finance, and Program teams to enhance collaborative efforts and integrate data systems with broader organizational goals.
  - With the Chief Development Officer, and working in partnership with colleagues in Finance, design and implement financial tracking and forecasting systems within Raiser's Edge to enhance the budgeting process.
- Operations:
  - Oversee monthly reconciliation of the fundraising database with Finance to ensure accuracy and alignment.

- Manage the pledge gift reconciliation process, including reminders and invoicing as needed.
- Maintain accurate donor listings for all communications channels, including online, reports, appeals, and invitations.
- Ensure that donor data handling meets best practices and regulatory requirements, including privacy laws and internal policies.

### **What You'll Need**

- 7+ years of experience in a nonprofit or mission-driven organization with a focus on donor engagement and philanthropic data management.
- Expertise in CRM systems, specifically experience with Raiser's Edge.
- Proven ability to analyze and interpret complex data, providing actionable insights for development and fundraising.
- Strong communication and collaboration skills, with the ability to work across departments.

### **Who You Are:**

- **A Collaborative Leader:** You build strong relationships with your team and other departments, ensuring seamless data integration across the organization.
- **Data-Driven:** You are passionate about using data to inform strategies, measure success, and make improvements.
- **Detail-Oriented:** Accuracy and precision in data handling are your top priorities, ensuring reliable donor information and compliance.
- **Innovative:** You thrive in a fast-paced, dynamic environment and are comfortable with leading change.

### **Compensation and Location**

The Parks Conservancy provides its employees with a competitive salary that is benchmarked with other non-profit organizations in the Bay Area. Benefits include a competitive suite of medical, dental, and vision plans, up to 3 weeks' paid vacation plus one week of personal days, plus holiday (11) and sick days (12).

This position is full-time, and you must already be based in or willing to relocate to the San Francisco Bay Area. This position requires at least 3 days per week onsite, either in office (Fort Mason) or visiting our employees on location at our incredible park sites (for

example, Alcatraz, Muir Woods, and Crissy Field).

The annual salary for this position is \$100,000 (Grade 18), non-negotiable.

### **Health and Safety:**

It is the goal of the Parks Conservancy to create and maintain a safe and healthy workplace. We work to mitigate hazards and risks that may cause harm to employees, consistent with state and federal laws. Employees play an active role in creating a safe and healthy workplace and are expected to comply with all applicable health and safety rules.

### **Physical Requirements and Work Environments:**

These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of the job:

- Work is performed mostly in an office setting, with some outdoor locations
- Work is primarily performed sitting or standing; will regularly be at a desk with a computer

### **The Application Process**

The Parks Conservancy has engaged Equitable Hiring Group to support this hiring process. Individuals who apply by **Thursday, October 31st**, will be given priority; therefore, we encourage you to submit yours soon!

When you apply, we kindly ask you to remove your schools from your resume. There is no need to reformat your resume and leave your degree as is; simplify it to "B.A. Economics," for example. Just remember to remove any undergraduate and graduate school name references where possible. This "bias-reduced" process is aimed at opening this opportunity to more candidates, reviewing applicants on performance assessments instead of resume proxies (e.g., where you went to school).

This evaluation process will follow practices shown to reduce bias in decision-making and may be different from other application processes you have experienced.

- Early November: Selected candidates asked to complete short answer questions
- Mid-November: Video interview with Parks Conservancy Staff
- Late November: Finalist candidates will be asked to complete a paid, timed, trial assignment
- Early December: Finalists will participate in a multi-team member panel interview

- Candidate references will also be checked at this step
- Mid-December: Offer extended

If you have any questions about the opportunity, please email [abe@equitablehiringgroup.com](mailto:abe@equitablehiringgroup.com).

*The Golden Gate National Parks Conservancy is an Equal Opportunity Employer. Recruitment, placement, and promotions are conducted without regard to an individual's race, color, religion, sex, national origin, age, physical handicap, veteran status or sexual orientation, or any other classification protected by Federal, State, and local laws & ordinances. We will consider qualified candidates with criminal history in a manner consistent with the requirements of the San Francisco Fair Chance Ordinance. All qualified applicants are encouraged to apply.*