



Campaign Manager

Position type: Regular (exempt) full time
Reports to: Philanthropy Officer, Southern California
Location: San Francisco Bay Area / hybrid

The Campaign Manager plays a central role in Yosemite Conservancy's development efforts, managing the Centennial Campaign, working closely with campaign volunteers and committees, preparing presentation and briefing materials for campaign asks, acknowledging gifts, and overseeing campaign communications and record-keeping. This individual plays a key role working with donors and prospects capable and interested in providing substantial financial support to Yosemite Conservancy. The Campaign Manager will partner with fundraisers, senior Conservancy staff, and Board & Council members in the creation of cultivation/solicitation plans. This role will be essential as the Conservancy launches its Centennial Campaign in 2023. This position works closely with all members of the development team, Conservancy and Yosemite National Park leadership, and colleagues based in Southern California, San Francisco, Yosemite, and around the United States.

Who We Are

We're passionate about Yosemite — and about helping people connect with, learn about, support, and take care of the park. As a member of the Conservancy team, you'll be making a difference for Yosemite every day. We work together to inspire donors, support enriching visitor programs and services, and fund projects that protect wildlife, restore trails and habitat, advance scientific research, and enrich the visitor experience for all.

What You'll Do

The Campaign Manager reports to the Southern California Philanthropy Officer and is responsible for the following:

Campaign Coordination 95%:

- Develop and manage the overall campaign plan, priorities and timetable.
- Create campaign activity tracking and move management reports and distribute as appropriate.
- Serve as the campaign moves manager, tracking solicitor assignments and fundraising moves using Raiser's Edge NXT - from identification through stewardship.
- Support fundraisers, staff, and volunteer campaign solicitors, providing necessary campaign materials, information, and pledge agreements. Alert solicitors as gifts are received from their assigned prospects.
- Create individualized engagement plans and collaborate on the dynamics of all donor engagement strategy.
- Working with volunteers and staff, prepare agendas and lead or co-lead campaign meetings, including meeting notices, minutes, and other follow-up.
- Research major gift prospects, preparing biographical profiles, research reports, and briefings.
- Working with the marketing team, coordinate internal and external campaign communications.
- Coordinate campaign orientation training for volunteers and staff.
- Assist in preparation of volunteers for all aspects of the campaign, especially best practices, strategies, and techniques for securing major gifts.
- Monitor campaign progress by providing leaders with weekly progress reports.
- Oversee formal and informal acknowledgement of all campaign gifts and pledges, as well as pledge reminders.



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- In partnership with and support of the Events Manager, plan and execute campaign events, coordinating with event hosts.
- Coordinate with NPS partners to plan and execute major donor prospect tours of campaign project sites, and arrange for NPS attendance at campaign-related events.
- Manage all Campaign donor recognition, including in-park Donor Register, Honor Wall at the Valley Visitor Center, printed recognition in magazine and stewardship reports. Monitor compliance with NPS Director's Order 21.

Other Responsibilities 5%:

- Working closely with the finance team, manage and monitor the campaign expense budget.
- Ensure ethical compliance, as defined by the Association for Fundraising Professionals; understand and comply with all gift acceptance policies and procedures.
- Other duties and special projects as assigned.

Qualifications / Keys to Success

Education and Experience:

- Bachelor's degree
- At least two years of professional experience in nonprofit fundraising or related environment.

Knowledge, Skills and Abilities:

- Commitment to the mission, values, goals, and success of Yosemite Conservancy
- Strong communication skills – verbal and written
- Exceptional attention to detail, time-management, budget and organizational skills
- Interest in Yosemite National Park and public lands
- Familiarity with a variety of software programs (Microsoft Office); experience with Raiser's Edge NXT, WealthEngine, and Campaign Monitor is a plus.
- Positive attitude and a warm friendly manner to all colleagues, Yosemite Conservancy supporters and members of the public.
- Willingness to work some evenings and weekends, occasionally in Yosemite National Park.

Working Conditions

- Primarily desk-/computer-based, with regular meetings (in person, or via video or phone).
- Occasional weekend and evening work, sometimes in Yosemite National Park.
- Potential to lift, carry or otherwise move objects weighing up to 30 pounds.
- Potential to walk on uneven ground.

What Else You Should Know

We value diversity among our staff just as we value it among park visitors. Yosemite Conservancy is an equal opportunity employer, and we encourage people of all backgrounds to apply to join our team. We especially encourage people of color, LGBTQ people, transgender and gender non-conforming people, and people with disabilities to apply.



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COVID-19 update: Yosemite Conservancy currently requires all employees to be fully vaccinated against the COVID-19 virus as a condition of employment. Yosemite Conservancy will consider requests for medical or religious accommodation to this vaccination requirement during the recruiting process if such accommodation would permit the individual to perform the essential functions of the job.

The position is full-time and can be based anywhere in the San Francisco Bay Area, with core work hours on Pacific Time. In-office work once or twice a week is expected to be encouraged for staff local to the Conservancy's San Francisco office.

The annual salary range for this position is \$75,000 to \$85,000, depending on experience.

We offer excellent benefits, including:

- 11 annual holidays and 2 floating personal days
- 100% paid premiums for employee health insurance
- Vision and dental insurance
- Basic life insurance
- Vacation and sick leave
- Retirement program (following one year of employment)
- Annual National Parks pass
- Stipends to visit Yosemite National Park twice a year

How to Apply

Please visit [this link](#) to apply.