

# Saving Marion Island's Seabirds™

The Mouse-Free Marion Project



## Terms of Reference: Campaign Manager Mouse-Free Marion NPC

### ABOUT THE POSITION

The Mouse-Free Marion Non-profit Company (MFM-NPC) seeks to contract a Campaign Manager who will be responsible for leading our team in the implementation of a major-gift international fundraising strategy to raise US \$7 million over a two-year period.

Marion Island is a globally significant breeding site for seabirds in the southwest Indian Ocean. Some seabird species are under increasing threat from introduced mice that are severely impacting the seabirds and island ecology. To date, startup funding for the project has been obtained from: grants and gifts; local and international organizations; individuals; the South African government, and through crowd funding. Significantly more funds must be raised in order for the eradication operation to proceed in 2023. The remaining funds need to be secured by about October 2022.

Reporting to the Board of Directors and/or a delegated Director, the Campaign Manager (CM) will actively cultivate and steward donors whose philanthropic goals align with the MFM NPC's mission to eradicate mice from Marion Island in a one-time eradication operation. The CM will be working with program directors and other team members to institute and execute campaign fundraising strategies, and to create and maintain a major gifts pipeline.

Our ideal candidate will be a mid- to late-career professional with an undergraduate degree and at least seven years of fundraising management experience. Successful applicants will demonstrate the necessary drive, expertise, and entrepreneurial spirit to create major gifts infrastructure for MFM NPC. They will also be thoroughly grounded in fundraising best practices and adeptly use a donor database to manage donor information. Finally, our ideal candidate will be passionate about, and comfortable in, the natural world.

## **RESPONSIBILITIES & SCOPE**

50-75% FTE work-at-home position, with occasional evenings and weekend time attendant to fundraising events, donor meetings, and other occasions relevant to the position.

Preferred location is Europe or the United States.

- Manage a successful international major gifts campaign for the MFM NPC.
- Research existing donors and new prospects to create a robust pipeline of potential gifts.
- Develop engagement plans for donors based on donor interests and philanthropic potential.
- On behalf of the Project Manager:
  - manage a portfolio of 40-50 donors that includes current donors and newly identified prospects with the ability to give US\$10,000+.
  - Facilitate leadership to conduct a minimum of 25 – 30 visits and 75 – 100 moves annually.
- Work independently across MFM NPC to understand programmatic work, organizational mission and culture.
- Work within budgetary constraints; establish and meet fundraising goals.
- Manage and implement multiple cultivation strategies leading to solicitation by collaborating with staff.
- Maintaining a cultivation and solicitation calendar and setting deadlines.
- Always maintain discretion in dealings with donors or when managing donor information or sensitive documents.
- Articulate the MFM NPC mission to diverse groups whose philanthropic goals align with the organization.

MFM NPCs' work environment may occasionally include being outdoors in nature and at field sites that require exposure to the elements and minor physical exertion and/or strain.

## **PREFERRED KNOWLEDGE, SKILLS & EXPERIENCE**

- Bachelor's degree and a minimum of seven years related experience or an equivalent combination. Master's degree strongly preferred.
- Experienced at:
  - building and maintaining long-term donor relationships.
  - managing and tracking multiple prospects and donors using a fundraising database—Salesforce experience a plus.

- Track and manage an early-stage major gifts campaign and meeting fundraising goals successfully.
- Superb philanthropic research skills.
- Exceptional ability to design and implement fundraising plans, including individualized cultivation, solicitation, and recognition plans.
- Expertise in best fundraising practices.
- Experience, coursework, or other training in current trends in charitable giving in the areas of marketing, major gifts or planned gifts; CFRE credential preferred.
- Strong writer able to craft winning proposals and compelling presentations.
- Work responsively from home as a member of a virtual global team that works collaboratively via videoconferencing and phone.
- Expertise with Microsoft Office, including PowerPoint, Word, Excel.

## **TO APPLY:**

Applications will be accepted through 13 August 2021. Please send an application packet to [fundraising@mousefreemarion.org](mailto:fundraising@mousefreemarion.org). Please consolidate all materials in one PDF file (using this naming convention: Last Name\_MFM\_CM) that includes: 1) a cover letter describing how your experience matches the job requirements; 2) a resume, and 3) three references with contact info.