



## **Napa Valley Vine Trail Coalition Business Development Manager Job Posting**

November 15, 2022

***Are you a trailblazer? Do you enjoy connecting with people to make a community impact?*** The Napa Valley Vine Trail Coalition has an excellent opportunity for a Business Development Manager who will lead top community fundraising events, manage the annual membership campaign, and direct the communication outreach. This role will inspire others to help build the alternative transportation corridor in the Napa Valley that preserves our natural resources and connects our communities with an accessible shared-use path for all.

Partner with 28 community, civic and environmental organizations that provide safety, health, agricultural, economic and tourism benefits for our community, inspire others to help build the Napa Valley VINE TRAIL, and achieve professional growth with personal fulfillment.

The Napa Valley Vine Trail Coalition is a grass-roots nonprofit with a vision to build a walking & biking path to connect the entire Napa Valley--physically, artistically, and culturally. We are working to design, fund, construct, and maintain 47 safe and scenic miles of level, paved, family-friendly, pet-friendly, free-access trail from the Vallejo Ferry to Calistoga.

### **JOB SUMMARY:**

Under general supervision of the Executive Director, the Development Manager is responsible for advancing the Napa Valley Vine Trail mission through the planning, management, and implementation of fundraising strategies in collaboration with external partners to achieve overall team and region goals. This includes ensuring that revenue goals are achieved through developing new and cultivating existing relationships and driving impact goals through effectively engaging volunteers, other partners, and staff across diverse opportunities.

### **ESSENTIAL FUNCTIONS**

#### **Campaign Management – 30%**

- Manages relationships with current and prospective individuals and businesses to reach fundraising goals.
- Applies fundraising best practices to drive sustainable growth.
- Directly accountable for achieving campaign revenue goals with assigned campaigns and jointly accountable for achieving organization revenue goals.

#### **Relationship and Volunteer Management – 50%**

- Leads and actively participates in the identification, cultivation, solicitation, and management of corporate and community involvement.
- Researches businesses within assigned markets to develop profiles and strategic plans to secure involvement.
- Drives the ongoing process of identifying, recruiting, and activating an influential, financially strong, and inclusive volunteer leadership base to support the campaign(s) on a sustained basis.
- Recruitments and engages volunteer leadership teams to champion achievement of identified goals through their personal and corporate giving, and by influencing the involvement and giving of others.

### **Event Initiatives – 20%**

- Plans, manages, implements, and evaluates strategies and initiatives aligned with revenue generation and volunteer leadership engagement strategies.
- Drives campaign growth through effective donor cultivation and engagement with integration across campaigns.
- Develops and implements year-round pipelines and cultivation plans for individual donors and corporate accounts, ensuring sufficient depth for revenue generation and excellent customer relations.

### **QUALIFICATIONS**

- Minimum of three (3) years' experience with fundraising, marketing, relationship management.
- Demonstrated track record in fundraising or sales.
- Demonstrated ability to recruit, train and manage volunteers with success in delegating and accomplishing goals through empowering volunteers.
- Effective oral and written communication skills.
- Effective interpersonal skills with demonstrated ability to develop collaborative working relationships internally and externally.
- Ability to organize and plan complex campaigns in a highly dynamic environment.
- Proficiency in Microsoft Office applications.

### **DESIRED SKILLS AND EXPERIENCE**

- Associates degree or higher
- Experience managing and cultivating high-level leaders
- Knowledge of industry and community networks
- Ability to ride a bike
- Passion for community service and the outdoors

### **CORE COMPETENCIES – Non-Manager**

#### **Collaboration/Teamwork**

Cooperates with staff at all levels of the organization. Willingly reaches out to staff, volunteers, and customers to proactively share information, knowledge, expertise, and time with others to achieve common goals. Works to overcome geographic, departmental, and/or Affiliate boundaries and establishes cohesive, effective relationships with peers. Enthusiastically supports the common goals and mission of the organization. Shares credit.

#### **Communication**

Communicates effectively one to one, in small groups and in public speaking contexts. Demonstrates fluency, "quickness on one's feet," clarify organization of thought processes, and command of the language. Easily articulates vision and standards. Keeps people informed.

#### **Customer Focus**

Regularly monitors customer satisfaction. Meets internal and external customer needs in ways that provide satisfaction and excellent results for the customer. Establishes "partner" relationships with customers. Regarded as visible and accessible by customers.

#### **Drive for Results**

Consistently achieves goals; is one of the top performers; bottom-line oriented; pushes self and others for results; is a self-starter who holds self and others accountable for results; makes decisions in a timely

manner, sometimes with best available information and under tight deadlines and pressure; able to make a quick decision; able to quickly assess and calculate risks; overcomes adversity.

**OTHER DUTUES**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time at the sole discretion of the Organization.

**BENEFITS**

401(k) matching

Health, Dental & Vision Coverage

Paid time off

Job Type: Full-time, Exempt

Salary Range: \$70,000-80,000

**TO APPLY**

Please submit your *cover letter* and *resume* to [admin@vinetrail.org](mailto:admin@vinetrail.org). Applications without cover letters will not be considered. You may be requested to take a skills assessment.