



Pleasant Valley Recreation and Park District Job Description

Job Title:	Development Analyst	Category:	Management
Department:	Recreation	Prepared Date:	June 2022
Reports To:	Recreation Manager or as Assigned	Approved by:	Board of Directors
FLSA Status:	Exempt (PTYR Non-Exempt)	Approved Date:	July 6, 2022

SUMMARY: Under general supervision, performs a variety of complex and responsible administrative duties in the areas of fund development and communications. Primary responsibilities are to provide leadership oversight and strategy in three areas: Major Gifts and Advancement, Corporate Relations, and Research and Grant Management. Implements marketing, sales, and revenue development strategies to meet the current and future financial needs of the Pleasant Valley Recreation and Park District. Applies strong leadership vision, creativity and focus to the task of identifying additional sustainable revenue streams. Evaluates and enhances existing resource development and fundraising activities, recommends enhancements to current systems, processes and structure, and collaborates with department leaders to maximize major gifts, corporate relations, and grant revenue.

ESSENTIAL DUTIES AND RESPONSIBILITIES: Includes the following, with a focus of Quality Customer Service being primary for all positions. Will require some holiday, evening, and/or weekend work assignments. Performs additional duties as assigned.

- Develop & manage District marketing strategies and promotional campaigns that build sustainable revenue for the District. This position must collaborate closely with the Foundation for Pleasant Valley Recreation and Parks to coordinate a District-wide understanding of mutual marketing and advertising goals and expectations.
- Align sales and marketing strategy with District-wide planning and business planning efforts.
- Lead and plan the work of sales and marketing staff to effectively plan, organize and implement revenue strategies that include market segment profiles, perceptions of District value propositions, and long and short term programs and campaigns designed to improve and/or maintain market perceptions. Stimulate public interest and patronage of District facilities, programs and events.
- Provide oversight and guidance to effectively manage the District's collaborations and relationships with supporting non-profits, and guide strategy for increasing the return on investment from gifting programs, fulfillment, grants, planned giving and individual giving activities.
- Establish an effective community-based marketing corporate relations program that includes the cultivation of positive relationships with business and industry that heighten interest in their financial support of the District and Foundation.
- Build collaborative relationships and maintain communication to develop an understanding of the operational needs and expectations of key departments, the District's role in the community at large, and the goals of the individual program areas.
- Develop and lead the fund development, marketing strategies to meet the goals and objectives of both the District as well as the Foundation.
- Meet prospective donors and supporters on a continual basis to establish effective communications with them.
- Grow the donor program including identification, cultivation and solicitation of donors.
- Maintain gift and/or donor-based database, tracking system and recognition program.
- Make public appearances/accept speaking engagements to share information about the District and Foundation.
- Support website maintenance and management, update regularly with relevant promotions and events
- Manage social media systems and postings for the Foundation & District.
- Oversee grants including research, proposal writing, and reporting requirements.



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QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Working to considerable knowledge of: principles and techniques of administrative and fiscal analysis, organization and staffing.
- Working to considerable ability to: prepare a variety of reports and recommendations, communicate orally and in writing, establish and maintain effective working relationships with co-workers, the general public and donors.
- Thorough knowledge of: current records technology, State code, District ordinances, and regulations governing the transcription, maintenance and disposition of official records.
- Thorough skills to: use a variety of current computer-based document transcription, storage, and retrieval systems and various types of standard office equipment.

EDUCATION and/or EXPERIENCE: Bachelor's Degree in Business, Advertising, Communications, Fund Development or related field with minimum of four (4) years of progressive experience, administrative responsibility, or equivalent combination of education and experience.

CERTIFICATES, LICENSES, REGISTRATIONS: Position may require an average amount of driving, therefore, must have daily access to a vehicle, and possess a valid California driver's license, and maintain appropriate insurance on vehicle used in the course of business duties. Position may involve driving to events as a representative of the District. CPR and First Aid Certification required no later than six (6) months after employment. Successful completion of tuberculosis, drug and alcohol screening and criminal justice fingerprint clearance/background check required.

PHYSICAL DEMANDS: Mobility: Frequent use of office equipment; frequent sitting for long periods of time; occasional bending or squatting. Lifting: frequently up to 10 pounds; occasionally up to 25 pounds. Vision: constant use of overall vision, frequent reading and close-up work; occasional color and depth vision. Dexterity: frequent repetitive motion; frequent writing; frequent grasping, holding and reaching. Hearing/Talking: frequent hearing and talking, in person and on the phone. Emotional/Psychological: frequent concentration; frequent public and/or coworker contact; occasional working alone. Environmental: frequent exposure to noise.

WORK ENVIRONMENT: Work is performed in a typical temperature-controlled office environment subject to typical office noise. The positions will mostly be in a fast-paced office environment requiring the ability to multi-task. Positions may require occasional weeknights and weekends or schedule adjustments due to special events and/or meetings.



Pleasant Valley Recreation and Park District Job Description

Job Title: Development Analyst
Department: ~~Administration~~ Recreation
Reports To: Recreation Manager or Assigned
FLSA Status: Exempt (PTYR Non-Exempt)

Category: Management
Prepared Date: ~~March 2020~~
Approved by: Board of Directors
Approved Date: ~~May 6, 2020~~

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