



Job Title: Director of Development & Communications
Reports to: President & CEO
Classification: Exempt; Full-time (40 hours/week)
Location: Remote, with regular visits to our Excelsior location

Who we are

With nature as our catalyst, Camp Fire Minnesota energizes youth to discover their spark so their futures glow brighter.

Youth spend 90% of their time indoors – and that was before COVID-19. Camp Fire Minnesota addresses this challenge by delivering culturally relevant, nature-based programs onsite at our camp property in Excelsior and throughout the community to thousands of youth from all backgrounds each year. We help youth “light their spark within” through summer and school break camps, environmental education & STEM classes for schools (in-person and virtual), and community-based out-of-school time nature programs.

We are proud to offer inclusive and welcoming programs to youth in the community, including free and reduced rate programs and a scholarship program.

As a result of their Camp Fire experience, 93% of youth report valuing nature and stewarding the environment.

Where we are headed

Camp Fire Minnesota envisions a future where every youth has access to nature-based experiences and learning. Recognizing the inequity in our field (both in the past and today), Camp Fire’s 2020-2022 Strategic Plan aims to further diversify what spending time in and protecting nature looks like – for every young person. We will leverage our Excelsior property in new ways with the addition of our new Community & Dining Center. And guided by input from youth and schools across communities, our programs and curriculum will further evolve to embrace the many ways people engage with and benefit from nature. [View our 2020-2022 Strategic Plan](#)

Statement of Inclusion

Camp Fire believes in the dignity and the intrinsic worth of every human being. We welcome, affirm, and support young people and adults of all abilities and disabilities, experiences, races, ethnicities, socio-economic backgrounds, sexual orientations, gender identities and expressions, religion and non-religion, citizenship and immigration status, and any other category people use to define themselves or others. We strive to create safe and inclusive environments that celebrate diversity and foster positive relationships. All are welcome at Camp Fire.

Position Overview:

The Director of Development & Communications will lead and support the development and communications team at Camp Fire. This is a new role designed to integrate development and communications and to closely connect with the organization's mission-based work. Working in partnership with the President/CEO, the Director of Development & Communications co-creates strategy, oversees Camp Fire’s major gifts program, leads Camp Fire’s communications efforts, and supports the development and communications team.

We’re looking for someone who is:

- Committed to diversity, equity, and inclusion (DEI)
- Knowledgeable and/or passionate about community-centric fundraising
- Strong relationship builder

- Creative and visionary
- Committed and passionate about ensuring all young people have access to nature

Primary Responsibilities

Strategy Development

- Co-create Camp Fire's development strategy alongside Annual Fund Manager and Vice President of Programs & Operations to ensure a diverse portfolio of contributed income, a balance of solicitations and stewardship, and active prospecting
- Co-create marketing and communications strategy alongside Marketing Manager and Vice President of Programs & Operations to ensure alignment with organizational priorities, including program promotion, internal and external communications, fund development (including rentals expansion and planned giving)
- Create and execute a strategy to implement a community-centric fundraising approach at Camp Fire
- Develop strategies and efforts to diversify the voices and stories shared externally by Camp Fire

Fundraising

- Develop and lead Camp Fire Minnesota's major gifts program, securing gifts to further the organization's mission today and into the future.
- Work closely with the Chief Executive Officer to secure capital support for the revitalization of Camp Fire and other properties as identified.
- Engage Camp Fire Minnesota's board of directors in the organization's cultivation and development efforts.
- In partnership with the Minnesota Camp Fire Foundation's board of trustees, implement a legacy fund campaign for the Foundation, supporting Camp Fire Minnesota's mission-based work well into the future.
- Oversee the organization's annual fund and marketing efforts.
- Work closely with Annual Fund Manager on key aspects of grant writing, institutional and individual donor engagement, and special events.
- Coordinate donor engagement between the organization's annual fund, capital campaign, and legacy fund.
- Develop and implement a community-centric fundraising focused strategy for Camp Fire.

Communications

- Develop annual marketing and communications plan, including PR.
- Collaborate with staff to develop marketing strategies and materials.
- Play a leadership role in planning, marketing, and implementing fundraising events, with focus on scripting, speaker prep, AV management, and other communications and marketing elements.
- Lead video production processes for special events working with outside vendors, programs team, CEO, and program participants and partners.
- Leverage Google Analytics to inform website and communications improvements.

Organizational Support

- Supervise Camp Fire Minnesota's Marketing Manager and Annual Fund Manager.
- Lead key organizational initiatives, as identified in Camp Fire Minnesota's Strategic Plan.

Diversity, Equity & Inclusion

- In collaboration, ensure all fundraising and marketing efforts are inclusive and equity focused.
- Support the five DEI subcommittees, including serving on at least one subcommittee.

Collaborative Team Support

- We run many programs throughout the year and during peak busy seasons, we ask all staff to support in various ways! This can mean you might help with the camp check-in process, greet guests at a Camp Fire fundraiser, or other fun tasks. We are looking for someone who brings a collaborative spirit and is excited to support our mission-based work when needed!

Skills and Qualifications

Minimum qualifications

- Proven experience leading fundraising and communications efforts
- Demonstrated commitment to DEI

Additional skills and qualifications

- Minimum of 5 years of varied and successful fundraising, marketing, communications, or related experience
- Demonstrated ability to solicit annual, major, and planned gifts, write successful proposals, and secure sponsors
- Experience securing state or federal grants
- Familiarity with Raiser's Edge donor database or similar CRM software
- Experience with communications/design tools (WordPress, Adobe Creative Suite, Constant Contact, Google Analytics, social media)
- Experience with Microsoft Office (Word, Excel, Outlook, and PowerPoint)
- Cultural competency and experience working with diverse communities
- Professional and highly motivated – able to thrive in a fast-paced, remote work environment, while maintaining quality and accuracy
- Ability to work occasional evenings and weekends as necessary

Salary and Benefits:

Salary range of \$85,000 to \$95,000 based on experience. Eligible for health benefits as well as a 3% retirement contribution and sabbatical policy.

Location:

Remote (home) office, with accessible transportation to attend in-person meetings, as needed (averaging 1-2 times/month), at our property (3300 Tanadoona Drive, Excelsior, MN 55331). Note: during the summer we ask all staff to be present at camp 1-2 days a week.

Application Process:

Send resume and three references to Human Resources: hr@campfiremn.org.

Include "Director of Development & Communications" in the subject line of your email.

The posting will remain open until filled. We cannot guarantee that we will be able to respond to inquiries to check on the status of your application.

Camp Fire Minnesota is strongly committed to addressing environmental justice.

We encourage candidates with diverse experiences and backgrounds, Black, Indigenous and People of Color, LGBTQIA2S individuals, and unemployed persons to apply. Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At Camp Fire we are most interested

finding the best candidate for the job and someone who is committed to our mission and values. We encourage you to apply, even if you don't believe you meet every one of our qualifications described.