



VICE PRESIDENT, DEVELOPMENT

ABOUT EDF

With world attention on both the environment and the economy, Environmental Defense Fund (EDF) is where policymakers and business leaders turn for win-win solutions. By focusing on strong science, uncommon partnerships and market-based approaches, EDF tackles urgent threats with practical solutions. EDF is one of the world's largest environmental organizations, with more than two million members and a staff of approximately 630 scientists, economists, policy experts, and other professionals around the world. EDF operates in 22 geographies with unique projects running across four programs. You will be part of a vibrant workplace that welcomes diverse perspectives, talents and contributions, where innovation and results are a way of life.

To learn more about EDF's unique projects, please review the most recent [Annual Report](#).

THE POSITION

The Vice President, Development will oversee Membership and Catalyst Circle (mid-level) giving efforts which currently raise approximately \$30 million annually. The Catalyst Circle has tripled in size and revenue over the past few years.

EDF Key Facts

- **Over 2 million members**
- **630 staff scientists, economists, policy experts**
- **100 + Development staff**
- **\$223 million raised in FY '17**
- **Focus areas:**
 - [Climate](#)
 - [Oceans](#)
 - [Ecosystems](#)
 - [Health](#)
- **Strategic Plan:** [Pathways 2025](#)
- **Commitment to Diversity and Inclusion:** [EDF Diversity Strategy](#)

The Vice President will be charged with developing strategies to help EDF reach an aggressive goal to raise \$50 million annually through the Membership and Catalyst Circle programs in the next five years, and to build a strong pipeline of future Major Donors. This will include identifying and securing new multi-channel strategies to acquire, retain and upgrade donors, and developing higher-touch cultivation plans for both Membership and Catalyst Circle donors.

The Vice President will work to ensure a true collaborative partnership among the Membership and Catalyst Circle programs and will be charged with partnering closely with the Major Gifts team as well. S/he must also foster a culture of continual learning and professional growth for team members.

This position is based in Washington, DC, and reports to the Senior Vice President for Development, in New York City.



RESPONSIBILITIES

The Vice President will have the following primary responsibilities:

- Develop and implement an overarching strategy to grow Membership and Catalyst Circle donor revenue from \$30 million to \$50 million annually within the next five years.
- In collaboration with the Associate Vice President for Membership, develop a robust and aggressive plan for new member acquisition, retention and upgrades.
- Manage and lead a team of 20+ membership, mid-level giving, and analytics professionals, and directly manage the Associate Vice President of Membership and the Catalyst Circle Director.
- Set clear priorities and metrics for program success, develop clear work plans for team leaders, and measure progress towards overall program growth.
- Provide mentorship and professional development opportunities to team members, and ensure a culture of professional growth within the Membership Marketing and Development team.
- Stay informed and up-to-date on all of EDF's diverse programs and understand how to make program work relevant to donors' interests.
- Working closely with the Senior Vice President for Development and other Development leadership, contribute to the organizational strategy of building the major gifts pipeline.
- Communicate Membership and Catalyst Circle donor strategy and progress within EDF, and prepare quarterly performance reports for EDF's Executive Leadership.



MAJOR OBJECTIVES

Within the first 12 to 18 months, the Vice President, Development will achieve the following major objectives:

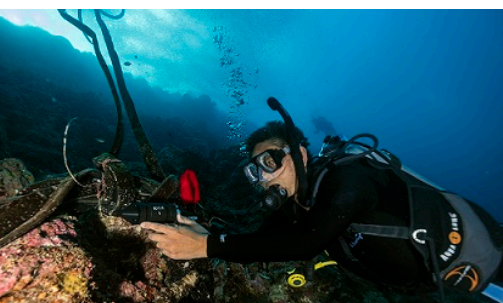
- Assess existing programs to determine areas for improvement, and craft a stronger unified vision for the Membership and Catalyst Circle teams.
- Develop comprehensive work plans for both the Membership and Catalyst Circle programs to support meeting aggressive growth goals.
- Collaborate with Associate Vice President of Membership, Catalyst Circle Director, and the Major Gifts team to create a more streamlined donor pipeline among the three programs.



QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- At least 12 years of combined experience in fundraising and direct marketing, with at least seven years of experience managing large, multi-functional teams in a complex environment.
- Strong and motivational people management skills to support a growing program.
- Excellent communication skills, both written and verbal, with the ability to adopt the CEO's voice in communications to Membership and Catalyst Circle donors.
- A proactive strategic thinker with the drive and knowledge to cultivate donors to increase their giving to the organization.
- Demonstrated success in leading high-functioning membership and/or annual fund programs.
- A collaborative and inspiring approach that is supported by data-centered rigor and a strong emphasis on accountability.
- Demonstrated understanding of current trends and best practices in annual fundraising, membership programs, and direct marketing.
- Proven aptitude to communicate complex issues in a clear and compelling manner and the ability to work well with senior leadership and many other inter-dependent Development groups, including: Membership, Major Gifts, Prospect Research, Events, Planned Giving, Communications and Information & Strategy teams.
- Familiarity with and passion for advancing environmental issues.
- Experience managing complex multi-million dollar budgets.
- A high level of personal and professional confidence.
- Bachelor's degree is required; an advanced degree would be preferred.





APPLICATION

EDF has retained Campbell & Company to conduct this search. The team for this project includes Daniel Fissinger, Consultant; and Alexandra Catuara, Associate Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

ALEXANDRA CATUARA

Associate Consultant, Executive Search

anc@campbellcompany.com

(312) 506-0060 direct



1 East Wacker Drive, Suite 2100
Chicago, IL 60601

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