



DALLAS ARBORETUM
AND BOTANICAL GARDEN

Title:	Chief Advancement Officer	Department:	Administration
FLSA Status:	Exempt	Employee Type:	Full Time
Reports to:	President/CEO	Date Approved:	October 19, 2024

POSITION SUMMARY:

The Chief Advancement Officer (CAO) will lead the Dallas Arboretum and Botanical Garden’s strategy for contributed and earned streams of revenue that provide significant support for all aspects of this beloved green icon for the city of Dallas. Responsible for planning, integration, external relations, and collaborations related to the organization’s fundraising, membership, marketing and facility rental programs – representing 80% of the total annual operating budget of this number one rated cultural attraction in Dallas. The CAO will serve as a member of the Leadership Team, responsible for Arboretum leadership initiatives, institutional direction, strategic planning, and policy development. The ideal candidate is a strategic leader with a proven track record in nonprofit fundraising, membership development, revenue generation, and guest services management. The CAO will work closely with the President/CEO and board of directors to advance the institution's mission and long-term goals.

ESSENTIAL FUNCTIONS:

- Serve as the principal fundraising strategist for the Arboretum, working in concert with the President/CEO, board of directors, senior management, staff, donors, and consultants as necessary.
- Maintain a portfolio of major and principal gift prospects and donors. Build relationships with current and prospective individuals, corporate, foundation, and government supporters. Cultivate prospects by providing effective stewardship and ongoing communication.
- Oversee all aspects of development, including major gifts, giving societies (Friends Level and the Caroline Rose Hunt Society), corporate and foundation giving, annual campaigns, and planned giving programs.
- Supervise and support the VP, Development’s leadership for the organization-wide restricted giving program, including a centralized grants pipeline and proposal process implementation, compliance, reporting and tracking. Also assist with major sponsorship and support for blockbuster exhibitions.

- Supervise and support the AVP, Sales & Special Events' leadership for the continued growth and development of the membership program as the prospective donor pipeline for a strong philanthropic program.
- Organize and support the fundraising activities of the President/CEO and board to ensure maximum effectiveness. Ensure the management of fundraising engagement and activity of board members.
- Working with the President/CEO, act as primary staff liaison to the Contributed Revenue (CR) Committee of the Board of Directors.
- Working with the President/CEO and CFO, support strategic growth of the Arboretum's endowment, structured as a separate 501(c)(3) entity, ensuring its sustainability and alignment with the organization's long-term financial goals.
- Support SVP, Marketing & Guest Experience to continuously improve the overall marketing and communications, along with guest experience by ensuring high standards of customer service and engagement throughout the Arboretum's operations.
- Ensure proactive mission-centric program learning, understanding, and engagement by all members of the advancement team, and the ability to effectively communicate the mission stories of the Arboretum and advance a compelling case for support. Build the narrative with marketing and be effective storytellers in raising support for the Arboretum.
- Demonstrate alignment with the Arboretum's core values to always be learning, show innovation, remain community focused and provide sustainability to keep the Arboretum exceptional.
- Other duties as assigned.

Supervisory Responsibilities:

The CAO will serve in a supervisory capacity of three senior leaders (VP, Development; AVP, Sales & Special Events, and Senior VP, Marketing & Guest Experience), providing leadership guidance and communicating the organization's goals. This includes:

- Hiring, training, coaching and developing team members, by providing recognition and feedback, and evaluating performance.
- Ensuring that team members adhere to the Arboretum's policies and procedures, and maintaining a safe and compliant work environment.
- Building and maintaining positive working relationships with team members, colleagues, and other partners to foster a collaborative and supportive work environment.

Qualifications:

- Bachelor's degree required, master's degree or CFRE a plus.
- 15+ years of experience in fundraising required, preferably in a cultural, environmental, educational, or related organization.
- Experience at the leadership level and fundraising strategy development required.

- Specific knowledge of the philanthropic and not-for-profit environment in the Dallas-Fort Worth (DFW) metropolitan area.
- Demonstrated direct, individual major gift solicitation and comprehensive campaign experience required.
- Proven ability to effectively motivate, coach, and manage a successful staff required.
- As a leader of the Arboretum, exhibit behavior and work ethics that provide a model for other employees.
- Special emphasis must be placed on a positive attitude, energetic effort and initiative, active public relations and service, and deep commitment to institutional mission.
- Excellent verbal and written communication skills required.
- Ability to maintain the highest level of personal and professional integrity required.
- Must be proficient with Microsoft Office or Google applications, and have experience using donor database systems such as Blackbaud Raiser's Edge.

Success Factors:

- Earnest appreciation for the mission and work of a botanical garden and/or arboretum.
- Exceptional leadership, planning, and organizational skills.
- Outstanding interpersonal skills including the ability to discern and respond to donor interests to meet both donor and institutional goals.
- Ability to successfully motivate, engage and interact with philanthropists, corporate/foundation leaders, and government officials, senior leadership, trustees, volunteers, and employees from a wide variety of backgrounds.
- Recognizes the importance of financial and accounting integrity.
- Driven to meet or exceed fundraising goals, and ability to motivate staff to do the same.
- Effective in leading a fundraising program that is integrated in a membership program.
- A commitment to, and ability to effectively convey, the Arboretum's mission with genuine passion, and the willingness to continually learn about the programs and mission.

Physical Demands and Work Environment: The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

- **Physical Demands:** Requires some local and national travel. While on donor tours, walking through 66-acres of Arboretum's grounds required. Capacity to drive 4- and 6-seater golf carts a plus.
- **Work Environment:** Fast-paced office environment. Work is performed primarily indoors.
- **Equipment:** General office equipment.

Compensation: \$220,000.00 - \$231,000.000

To help you stay energized, engaged and inspired, we offer a wide range of benefits including comprehensive healthcare, a 401k and Paid Time Off (PTO) so you can relax, recharge and be there for the people you care about.

The mission of The Dallas Arboretum and Botanical Garden is to build and maintain a public venue that promotes the art, enjoyment and knowledge of horticulture, while providing opportunities for education and research. We are committed to excellence, inclusion, good management and fiscal responsibility.

The Dallas Arboretum is committed to being a workplace that is not only free of discrimination, but one that genuinely fosters inclusion and belonging. It strongly believes that workforce diversity creates an environment in which its employees can thrive and best serve the community. The Arboretum understands and embraces the variety through which people gain experiences whether through professional, personal, educational, or volunteer opportunities.

The Dallas Arboretum is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, age, color, ancestry, national origin, place of birth, religion, sex, sexual orientation, gender identity and expression, military or veteran status, genetic characteristics or disability unrelated to job performance.

For confidential consideration, please express your interest and submit your resume [here](#). Victory Search Group has the privilege of leading the recruitment of the Chief Advancement Officer for the Dallas Arboretum and Botanical Gardens. As a retained executive search firm, [Victory Search Group](#) has successfully identified, assessed, and recruited senior and executive leadership for its clients for over 20 years.