

JOB DESCRIPTION

Job Title: Development Manager
Direct Supervisor: Director of Development
Location: Remote, work from home within NC
Hours: Full Time (35+ hrs/week)
Compensation: \$55,000 - \$65,000

OVERVIEW:

Muddy Sneakers operates at the crossroads of outdoor science instruction, public education, and conservation to awaken in children a deeply felt connection to the natural world – one that inspires curiosity, stimulates learning, and brings new life to classroom performance. We envision a world where every child has the opportunity to form a connection to nature and benefit from the wellness it provides. In doing so, we aim to cultivate healthier generations committed to the stewardship of our natural resources.

The Development Manager is a key member of the Muddy Sneakers Development Team, responsible for implementing a strategic fundraising plan that supports the organization's mission to connect children with nature through outdoor science education. This full-time role focuses on growing and diversifying revenue streams, enhancing community engagement, managing fundraising campaigns, stewarding donor relationships, and coordinating special events. The position requires strong communication and relationship-building skills, as well as proficiency with donor database management. Reporting to the Director of Development, the Development Manager plays a vital role in sustaining and expanding support for Muddy Sneakers' vision of fostering environmental stewardship and curiosity in future generations.

ESSENTIAL ROLES & RESPONSIBILITIES

- **Fundraising and Donor Relations**
 - Support donor cultivation, solicitation, and stewardship activities across all giving levels
 - Manage donor acknowledgement processes to ensure timely, personalized communication
 - Collaborate on fundraising campaigns and appeals, including digital and print strategies
 - Assist in identifying and researching prospective donors and sponsors
 - Build, launch, and oversee a recurring gift campaign to grow sustainable annual support
 - Support the Director of Development in implementing the organization's long-term strategic plan
- **Development Operations**
 - Ensure accurate gift processing and data entry using The Raiser's Edge NXT
 - Generate donor and campaign performance reports to inform strategy and decision-making
 - Maintain data integrity, apply donor confidentiality best practices, and support data hygiene
 - Takes minutes of Development Committee meetings
- **Communications and Outreach**
 - Assist with developing content for newsletters, appeals, event materials, and social media
 - Work with the Executive Director and Director of Development to enhance Muddy Sneakers' visibility and community engagement

- **Event Planning and Execution**

- Lead planning and execution of all Muddy Sneakers events, including but not limited to salon events, receptions, and donor shadowing
- Oversee all event logistics including budgets, timeline, venues, vendors and communications
- Collaborate with staff, volunteers, and board members to ensure successful events

Other duties may be assigned

QUALIFICATIONS

- **Education**

- A Bachelor's Degree or commensurate experience is required

- **Experience**

- Minimum of 5 years in one or more of the following areas: nonprofit fundraising, donor relations, development operations, or event planning
- Proven successes in managing donor cultivation and stewardship processes, executing multi-channel fundraising campaigns (digital and print), using donor databases, preferably Raiser's Edge NXT, and planning and coordinating events with multiple stakeholders. Experience with grant writing, or portfolio management is a plus.
- General administrative office skills and effective writing skills
- Knowledge of environmental education or informal science programs is preferred

- **Knowledge, Skills, & Abilities**

- Primary: A combination of professional experience in developing and stewarding individual, foundation, and corporate relationships with the ability to develop and execute donor fundraising events, or related fields
- Professional phone and customer service skills
- Affinity for working with people and experience working successfully with a variety of constituents, partners, and team members
- Proven budget and project management in accordance with short and long term financial goals
- Demonstrated ability to multitask, manage information, prioritize duties, and follow through with details
- Ability to manage time and competing priorities
- Excellent interpersonal and collaboration skills
- Excellent communication skills - both written and verbal, and the ability to communicate effectively
- Attention to detail and exceptional organizational skills
- Experience using the following or comparable software: Raiser's Edge NXT, Google Workspace (Drive, Gmail, Forms, Meet), Microsoft Office Suite, survey tools, online learning platforms, project management software (Monday.com)
- Ability to interpret the results of feedback and evaluation and implement changes
- Strong commitment to the conservation of North Carolina's natural environment.

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands:

- Ability to occasionally accompany guests in the field, including walking across uneven and largely unpaved surfaces
- Requires prolonged computer use
- Possible moving of boxes that contain programming or other materials

- Reasonable physical accommodations can be made

Working Conditions:

- Predominantly indoor and some outdoor conditions, including exposure to inclement weather, cold, and heat

Other Requirements:

- This is a work-from-home, remote/hybrid role, with some travel to our regional offices and program sites throughout NC
- Some evening and weekend work is required
- A valid driver's license for some statewide travel is required

BENEFITS

- Eligible to participate in Muddy Sneakers' medical benefits plan
- 3% 401 (k) match
- Cell phone stipend
- Competitive PTO policy
- 13 additional paid office holidays as well as closure the last week in December

TO APPLY

Please Submit a Resume and Cover Letter through our [ADP Hiring Platform](#).

HIRING STATEMENTS

Muddy Sneakers is an NC-based 501(c)3 non-profit environmental education organization.

Muddy Sneakers, Inc. is an equal-opportunity employer. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Muddy Sneakers, Inc. makes hiring decisions based solely on qualifications, merit, and business needs at the time.

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.

Muddy Sneakers Outdoor Classroom
P.O. Box 10971
Raleigh, NC 27605
828-862-5560
www.muddysneakers.org