



### Position Details

- **Employment type:** Full time; non-exempt  
**Compensation:** \$70,000-\$85,000 (dependent on qualifications)
- **Benefits:** Includes medical insurance, employer sponsored 401k contribution, commuter benefits, paid time off
- **Location:** Seattle, WA based, hybrid (telework with occasional in-office meeting or event expectations).

### Position Summary

Washington's National Park Fund (WNPF) is seeking a Development Manager (DM) who is a key member of the development team responsible for growing and retaining a base of donors through data-informed fundraising strategies. Reporting to the Philanthropy Director, this role integrates donor database management, segmentation, and analytics with applied fundraising across the full donor cycle — from acquisition and annual giving through identification of mid- and major gift prospects. The DM will match their passion for supporting national parks with their fundraising skills to advance Washington's National Park Fund's [mission](#) of raising funds to preserve and enhance the natural beauty, cultural heritage, and recreational opportunities of Mount Rainier, North Cascades, and Olympic National Parks so that they remain vibrant, thriving ecosystems and cherished destinations for future generations.

This role joins a growing development team and will work closely with the Philanthropy Director to strengthen WNPF's fundraising success. A few current priorities include database optimization, donor segmentation campaigns, and donor pipeline and portfolio system management.

### Why This Role Matters

This is a unique opportunity to build a sophisticated, data-driven fundraising program while working in service of three iconic national parks. You'll see the direct impact of your work in park improvements and conservation projects, work closely with National Park Service partners, and help build a strong philanthropic foundation for an organization poised for growth. If you're passionate about conservation, love translating data into donor strategy, and want to work for a nimble, mission-driven team where your contributions directly shape organizational success, this role offers that rare combination.

### Key Responsibilities

#### **Fundraising Strategy and Execution**

- Plan and lead WNPF's annual giving cycle, including integrated print and digital campaigns such as year-end, giving days, special appeals, Workplace Giving, and multi-channel campaigns.
- Manage mail appeals including drafting letters, segmenting messaging and donor lists, and coordinating printing.
- Develop and execute comprehensive strategies for the annual donor cycle of giving and all segments, managing donor journeys from acquisition, retention, and offering upgrade paths.
- Build and maintain a pipeline to support portfolio managers to move donors toward higher levels of giving.
- Partner with leadership to incorporate campaigns into broader fundraising and organizational priorities.
- Track and report on fundraising performance, identifying opportunities for optimization.
- Monitor and incorporate fundraising trends and best practices into fundraising plans.
- Collaborate with marketing and communications staff to sharpen fundraising messaging with donor segmentation strategies as well as campaign timing.

- Create compelling content that showcases project impact and communicates funding priorities to donors.
- Translate fundraising data into actionable insights to help set priorities and goals
- Manage and implement a stewardship calendar, ensuring meaningful donor acknowledgements and impact reporting.

### **Donor Data Management and CRM Operations**

- Serve as primary administrator of Raiser's Edge CRM serving as liaison with vendors as well as with WNPF finance team. Ensure security measures, documentation, staff use and training for a system with approximately 20,000 records and processing over 5,000 gifts per year.
- Track and analyze donor engagement metrics and KPIs (retention and acquisition rates, average gift and ROI by channel) to continuously test and refine strategies to improve performance.
- Ensure data integrity, hygiene, and consistent gift processing. Create and monitor Standard Operating Procedures and other internal processes related to donor data management and system integration.
- Collaborate with staff on gift entry and acknowledgement letter processing; assisting as a backup for these tasks when needed.
- Develop dashboards and reporting tools to inform decision-making.
- Collaborate with staff to ensure accurate reconciliation and reporting.

### **Event Support**

- Support fundraising, community and donor events through donor data management strategies as well as providing support at on-site events and activities.

## **Qualifications**

### **Required Skills/Abilities:**

- 3-5+ years of nonprofit fundraising experience with demonstrated success in annual giving and database management using a CRM such as Raiser's Edge/Blackbaud, Salesforce, Little Green Light, Every Action, etc.
- Demonstrated success in using data and segmentation in multi-channel fundraising campaigns.
- Strong analytical skills with proficiency in Excel or reporting tools.
- Strong communication, both verbal and written, and interpersonal skills.
- Highly organized, attention to detail, and able to manage multiple priorities and deadlines.
- Ability to travel to the Seattle office and for occasional staff, donor or community events as needed.

### **Preferred Skills/Abilities:**

- Experience managing recurring giving programs and digital fundraising channels.
- Familiarity with segmentation strategies and donor lifecycle marketing.
- Familiarity with Washington's national parks and enjoy spending time in them. Residency in Seattle region or near one of Washington's three national parks.
- Bachelor's degree in Nonprofit Management, Marketing, Communications.

### **Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the primary functions of this job.

- Work is normally performed in a home or professional indoor office work environment.

- Continuously remain in a sedentary position the majority of the day – employees are expected to create and maintain an ergonomic workstation.
- Operate a computer with time spent looking at monitor about 90% of the time.
- Communicate and exchange accurate information clearly with others.
- Continuously able to interpret visual content displayed on a digital screen.
- Very limited to no exposure to physical risk.
- Very limited to no physical effort required.
- Walk or stand occasionally, including for extensive periods of time at events.
- Use hands, wrists, and fingers to manipulate, control, or feel objects, tools, or equipment.
- Move about inside the office to access file cabinets, office machinery, etc.
- Must be able to lift, move, push, pull, or otherwise manipulate objects of at least 30 pounds.

*Washington's National Park Fund is an equal opportunity employer committed to creating an inclusive workplace that represents the diversity in our communities. Veterans and people with diverse social, racial, and ethnic backgrounds are encouraged to apply. All qualified applicants will be considered for employment without preference given to race, color, religion, sex, sexual orientation, gender identity, social background, or disability status.*

### **Who we are:**

WNPF is the official philanthropic partner serving Mount Rainier, North Cascades, and Olympic National Parks. Founded in 1993, WNPF is the only philanthropic organization dedicated solely to Washington's three national parks.

As national parks' needs grow year over year, the budget given to the National Park Service isn't keeping pace – and that's where we come in. Our role is to help fill gaps in funding for programs and projects that enhance visitors' experiences, provide research dollars, rebuild trails, bring in volunteers, improve accessibility, and welcome visitors of all backgrounds.

We fund projects – selected by the park Superintendents and leadership as the top priorities each year – that fall in four core areas: 1) Science and Research; 2) Volunteerism and Stewardship; 3) Visitors' Experiences; 4) Embracing Inclusion

We raise approximately \$3-4 million annually and there are 7.5 full-time positions.

**Our Mission:** Washington's National Park Fund's mission is to raise funds to preserve and enhance the natural beauty, cultural heritage, and recreational opportunities of Mount Rainier, North Cascades, and Olympic National Parks so that they remain vibrant, thriving ecosystems and cherished destinations for future generations.

**Our Vision:** Our vision is for Washington's national parks to ignite a deep sense of wonder and awe in the hearts of all who experience them.

### **To Apply:**

To apply send email to [jobs@wnpf.org](mailto:jobs@wnpf.org) with a cover letter and resume. The position is open until filled with priority given to applications received by June 1, 2026.