



POSITION PROFILE

DIRECTOR OF DEVELOPMENT & COMMUNICATIONS

ABOUT CIVIC CENTER CONSERVANCY

Civic Center Park opened in 1919 and has been Colorado's premier civic gathering space for over a century. Designed as part of the City Beautiful movement, the park links the Colorado State Capitol and Denver City and County Building, anchoring a district rich in government, culture, and architecture. It hosts iconic events—from concerts and festivals to demonstrations and public celebrations—and serves as a daily green refuge in the heart of the city.

Civic Center Conservancy is the nonprofit steward and fundraiser of this essential public space. As an independent partner to the City, we activate, advocate for, and invest in Civic Center Park to ensure it thrives for generations to come. We engage individuals, businesses, and community groups as champions for its future.

Our work benefits the park, the people who use it, and the future it represents:

- **For the Park:** We raise funds to restore historic structures, enhance natural spaces, and advocate for investment through a public-private partnership with the City.
- **For the People:** The Conservancy serves as the park's community builder, activating the space year-round. We create opportunities for connection, celebration, and civic expression, ensuring the park reflects the spirit of the city. We also collaborate with small businesses, neighboring cultural institutions, arts organizations, and local groups to bring diverse voices and audiences into the park.
- **For the Future:** We serve as the park's long-term caretaker, ensuring it evolves to meet the needs of all who gather there today and tomorrow.

The Conservancy is governed by a 24-member Board, operates with a \$1.2 million annual budget (excluding capital projects), and employs a team of five. We work closely with the City and County of Denver, especially Denver Parks & Recreation and many other Downtown and community leaders. Civic Center Park is a cornerstone of downtown Denver's revitalization. In August 2025, the Denver Downtown Development Authority awarded a \$30 million grant to launch the Civic Center Next 100 Plan—a transformative investment in the park and the city's future.

POSITION SUMMARY

The Director of Development & Communications is a key member of the leadership team, responsible for driving philanthropic growth and elevating the Conservancy's public profile. This role blends strategic fundraising leadership with communications oversight to ensure the organization's long-term sustainability and visibility. This role includes clear performance expectations, including securing \$150,000 in new annual donor revenue over three years, while leading strategic fundraising and communications efforts that support the Conservancy's long-term growth.

This position is based in our Denver office near Civic Center Park. A regular hybrid schedule may be established based on performance, job responsibilities, and organizational needs after successful completion of three to six months of onboarding.

DUTIES AND RESPONSIBILITIES:

DEVELOPMENT (60%)

PLANNING + STRATEGY

- Establish and meet multi-year fundraising growth targets, including securing at least \$150,000 in new annual donor revenue over the next three years through expanded individual and corporate giving.
- Lead the creation of an annual development plan. The plan includes the budget, benchmarks, retention, priority setting, growth strategies and tactics for annual, major and principal individual giving, corporate and foundation giving, and any related events.
- Lead execution of all aspects of the annual development plan, adjusting as necessary and generating regular progress reports.
- Collaborate with staff leadership to develop and own the philanthropic components of the organization's overall revenue strategy.

PROSPECTING, CULTIVATING, SOLICITING & STEWARDING

- Lead efforts to establish and grow programs targeted at growing the base of individual donors at various levels, prioritizing Major Gifts.
- Lead efforts to establish and grow programs targeted at increasing corporate philanthropy.
- Lead efforts to build and manage a robust pipeline of new donor prospects, with a focus on converting relationships into sustained financial support aligned with annual and multi-year revenue goals.
- Regularly engage with current and prospective individual and corporate donors via face-to-face meetings, phone calls, and other methods.
- Develop and provide staff leadership of protocols for donor stewardship and benefit fulfillment.
- Develop and lead stewardship and donor communication efforts. Support the execution as required.
- Develop, organize, prioritize and track prospect lists (individual, corporate, and foundation) and decide the appropriate vehicle and campaign for outreach.
- Support and partner with Executive Director and Board on all major fundraising initiatives.

CAPITAL CAMPAIGN

- Support the strategy, planning, and execution of *The Campaign for Civic Center*, including donor cultivation, volunteer engagement, and principal gift solicitation in partnership with the Executive Director, Board and campaign counsel.
- Depending on background and experience, specific duties may include:
 - Recruitment and management of fundraising volunteers.
 - Research and cultivation of prospective donors.
 - Working alongside Executive Director and Campaign Counsel to prepare for donor meetings.
 - Soliciting, as a team member or leader, principal gift asks.
 - Alongside development team, track campaign data, facilitate donor follow-up and stewardship.

SYSTEM MANAGEMENT

- Continually audit, analyze, adapt, and develop internal systems to support stewardship, tracking, and cultivation.
- Provide reports for the Executive Director, Board, and committees on the status of fundraising efforts.

EVENTS

- Execute and manage stewardship and fundraising-focused events as called for in the annual development plan with support from Development Committee and other Civic Center Conservancy staff or external contractors.

COMMUNICATIONS (30%)

- Lead the development and execution of a strategic communications plan that supports fundraising, advocacy, and public engagement goals.
- Ensure consistent messaging across all platforms and audiences.
- Lead CCC communication efforts, including social media, newsletter, and website while providing management and oversight of staff and external contractors.
- Work with team to create communication strategies integrating information, event, and fundraising efforts into a cohesive strategy annually, seasonally, and by event.

ORGANIZATIONAL LEADERSHIP, BOARD, COMMITTEES (10%)

- Support Executive Director in contributing to the Conservancy's strategic planning process, identifying opportunities and challenges, and helping develop strategies to address them.
- Staff and lead board Development committee, including agenda setting in collaboration with Development Chair
- Work alongside Executive Director to facilitate board training and engagement strategies- especially concerning fundraising.
- Support other areas of the organization as requested, including various aspects of on-site support at Conservancy programs and external events where the Conservancy has a presence.

STAFF OVERSIGHT

- The Director of Development & Communications has supervisory responsibility over the Development Coordinator and will work with this position on the following:
 - Maintaining the donor database for use by organization stakeholders.
 - Development-related administrative tasks, including thank-you notes, acknowledgment letters, and database entries.
 - Documenting and tracking benefit fulfillment for individual, corporate, and foundation donors.
 - Grant research, applications & tracking – as the annual development plan dictates.
 - The planning and execution of Civic Center Sparkles volunteer program, including both corporate and public engagement.
 - Supporting the Development Coordinator and their growth while providing oversight in executing specific development campaign components like sponsorship solicitations, donor stewardship, and the Cultivators Collective.

QUALIFICATIONS & COMPETENCIES

- A background that includes five or more years of successful experience with the duties and responsibilities outlined in this document.
- Proven success in major gifts, individual giving, and capital campaign strategy.
- Strong understanding of donor cultivation, stewardship, and fundraising communications.
- Experience managing staff, contractors, and cross-functional teams.
- Excellent speaking, writing, and listening communication skills.
- Proficiency with donor CRM systems (we currently use Little Green Light).
- Strong project management and time management skills, with the ability to work independently and meet overlapping deadlines.
- Ability to work independently and collaboratively in a small team environment.
- Passion for parks, public spaces, and civic engagement.
- The ability to act as a leader, a collaborator, and an individual contributor depending on the situation.
- Experience working with or on behalf of diverse communities and a commitment to equity and inclusion in fundraising and communications.
- Experience advocating and positioning with governmental entities and elected officials.
- Demonstrated ability to lead cross-functional teams and influence stakeholders at all levels.
- A personal style that enhances team experience.

WHY JOIN US?

Civic Center Conservancy is at a pivotal moment of growth and impact. You'll join a passionate, collaborative team working to revitalize one of Denver's most iconic public spaces. This is a unique opportunity to shape a high-visibility development program and leave a legacy in the heart of the city. You'll have the opportunity to shape a high-impact development strategy, elevate a beloved civic space, and work alongside a committed team and engaged board.

WHO YOU ARE

You are a strategic, relationship-driven fundraising professional with a passion for public spaces and community engagement. You thrive in small, entrepreneurial environments and bring a track record of success in individual giving, major gifts, and capital campaigns. You're a compelling communicator, a collaborative leader, and a systems thinker who can balance vision with execution. You're motivated by the opportunity to play an integral role in shaping the future of one of Denver's most iconic public spaces.

COMPENSATION & BENEFITS

Annual salary range of \$90,000 to \$110,000, based on knowledge, skill set and experience, paid twice per month. This position includes a performance-based bonus structure tied to organizational revenue growth, milestones and donor engagement metrics.

Eligible for all benefits available to full-time CCC employees, including medical, dental, vision, life, parking/transportation stipend, access to a 401k and Flexible PTO policy.

In addition to the above benefits, Civic Center Conservancy is a Qualified Employer under the federal Public Service Loan Forgiveness Program (<https://studentaid.gov/pslf/>). The PSLF Program forgives the remaining

balance on your Direct Loans after you have made 120 qualifying monthly payments under a qualifying repayment plan while working full-time for a qualifying employer.

PROFESSIONAL DEVELOPMENT

The Conservancy believes in the professional development of each team member and has a budget for each to participate in professional development and community networking opportunities.

TO APPLY

Qualified and interested candidates should submit a cover letter and resume with the subject line “CCC Director of Development & Communications” to Eric Lazzari, at people@civiccenterconservancy.org. Please share your connection to parks or public spaces in your cover letter.

Civic Center Conservancy is an equal-opportunity employer and is committed to building a diverse and inclusive team. We encourage all qualified candidates to apply. Research shows that women and people of color often hesitate to apply unless they meet every qualification. If you’re excited about this role but don’t meet every requirement, we still want to hear from you—we believe in potential and passion.

We’re looking for a leader ready to make a lasting impact. This is a rare opportunity to shape the future of one of Colorado’s most iconic public spaces—and to lead a high-impact development and communications strategy at a pivotal moment in Civic Center Park’s history.

Priority Application Deadline: September 29, 2025. We will keep applications open until a suitable candidate is found.