Atlanta BeltLine Partnership
Development Director
Position Description

About the Atlanta BeltLine Partnership
The Atlanta BeltLine is a sustainable economic development project that is among the largest, most wide-ranging urban revitalization programs currently underway in the United States. The Atlanta BeltLine project encompasses not only the construction of physical infrastructure (parks, trails, transit), but also the creation of economically and culturally vibrant, walkable, sustainable, mixed-income communities that are connected physically, civically, and socially and lead to a high quality of life for Atlanta’s residents. It includes 22 miles of light-rail transit in the Atlanta BeltLine corridor, 33 miles of trails, over 1,200 acres of new parkland, several miles of new streets and streetscapes, public art, and brownfield reclamation, as well as the creation of 5,600 units of affordable housing and the generation of tens of thousands of jobs.

The Atlanta BeltLine Partnership is the 501c3 nonprofit organization formed in 2005 to support the Atlanta BeltLine project. The Partnership enables the Atlanta BeltLine project by raising private and philanthropic funding, engages the public through programming, events and activities, and empowers residents in Atlanta BeltLine neighborhoods through partnerships that bring about positive outcomes in the areas of health, housing and economic development.

The Atlanta BeltLine Partnership's sister organization, Atlanta BeltLine, Inc. (ABI), is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with other public and private organizations, including City of Atlanta departments.

The Atlanta BeltLine Partnership plays the critical role of raising philanthropic capital to support the implementation of the Atlanta BeltLine. The Atlanta BeltLine Strategic Implementation Plan, which was adopted at the end of 2013, estimated $275 million (out of a total project cost of $4.4 billion) could be required from philanthropic and other private sources to complete the Atlanta BeltLine by 2030.

Equally important, The Partnership manages a robust portfolio of programs – many of which are delivered via formalized partnerships with other organizations – that maintain strong, broad-based civic and community support for the Atlanta BeltLine and enhance the ability of the investments in Atlanta BeltLine infrastructure to yield positive health, economic, and other social outcomes for residents in Atlanta BeltLine neighborhoods and beyond.

Led by a small core staff, The Partnership has accomplished its objectives via myriad partners, a network of specialized contractors, and hundreds of active volunteers.
Position Overview and Responsibilities

Reports To: Executive Director

Direct Reports: 2 (Associate Development Director, Development Manager)

Employment Status: Full-time

The Development Director will be responsible for developing and implementing the revenue strategy for the Atlanta BeltLine Partnership (ABP) to support an annual operating and program budget of approximately $2 million. The Development Director will be directly responsible for revenue from grants, sponsorships, individual giving, and fundraising events – and will coordinate with other departments generating earned income from programs, merchandise sales and rentals.

The Development Director will also work closely with the Executive Director and fundraising consultants on large capital campaigns to support Atlanta BeltLine implementation.

The ideal candidate for this role will excel at building relationships with donors and corporate sponsors and will be able to identify opportunities for multi-layered partnerships that result in our financial supporters forming strong bonds with the BeltLine project and the Atlanta BeltLine Partnership. S/he must also be able to lead and develop a small, talented team in support of our annual fundraising goals.

Teamwork and collaboration are essential, as there is regular interaction with members of the Program, Marketing & Communication, and Finance teams. A passion for creating a more equitable city with improved quality of life for all residents through transportation, parks and greenspace, affordable housing and arts & culture will help the ideal candidate be successful. A respect for partnership will be critical, as the BeltLine is the ongoing product of a web of partnerships with other nonprofits, government agencies, corporations, individuals and others.

Key Responsibilities:

- **Planning and Execution:** Create comprehensive development and sponsorship plans and fully execute those plans; participate in organizational planning.
- **Prospecting, Cultivation and Stewardship:** Identify prospective individual, corporate and foundation donors/sponsors whose interests align with the Atlanta BeltLine and the Partnership’s programs – and develop and execute solicitation and stewardship strategies to deepen these relationships, leveraging ABP’s program and marketing & communications offerings when appropriate.
- **Sponsorships:** Lead and manage annual sponsorship program including development of sponsorship levels and materials (with marketing & communications team), identifying and securing sponsors, and engaging sponsors in ongoing opportunities.
- **Grant Writing and Reporting:** Write grant proposals and reports to corporate and foundation funders, with assistance from Associate Director of Development.
- **Individual Giving:** Develop and grow our individual donor base, manage annual giving campaign, and cultivate major gifts.
• **Board Development**: Work with the Executive Director and board members to develop and manage Board fundraising capacity

• **Donor Communications**: Collaborate closely with ABP’s marketing & communications team to develop communications plans that help convert BeltLine users into donors.

• **Special Events**: Oversee organization of 1-2 annual fundraising events and stewardship of donors at other ABP programs and activities.

• **Data Management**: Oversee integrity, entry and use of donor data, in partnership with Salesforce consultant.

• **Capital Fundraising**: Support capital fundraising efforts by ensuring alignment with annual requests, assisting with grant proposals, helping manage volunteer leadership, and cultivating relationships with potential donors.

• **Budgeting**: Develop and manage annual development budget.

• **General Management**: Train and lead development staff to support fundraising efforts while managing contractors, interns and volunteers as needed in support of development objectives.

• **Other Responsibilities**: As assigned; some evening and weekend work will be required.

### Qualifications

**Education/Professional Credentials:**

- Bachelor’s degree and/or equivalent prior experience required.
- Master’s degree preferred.

**Experience:**

- Minimum of 5-10 years of development and/or direct sales experience, with a track record of building strong relationships with external partners and motivating internal teams.
- Proven track record of achieving revenue targets and/or quota of over $1M annually from diverse funding sources
- Experience planning fundraising events
- Experience working with senior level executives

**Skills:**

- Excellent communicator – written and verbal, with strong interpersonal skills.
- Strong networking and partnership-building skills
- Ability to think both strategically and tactically to develop and implement solutions based on high-level goals and objectives
- Works well with, respects and embraces multicultural communities, with the ability to build strong relationships with stakeholders from racially, culturally and economically diverse backgrounds
- Highly collaborative working style
• Strong leadership, analytical and strategic planning skills, including demonstrated ability to work across organizational boundaries to produce results.
• Ability to work independently, flexibly and with a high attention to detail

**Compensation and Benefits**

Competitive salary based on experience and qualifications, with health, life and dental insurance and a 401(k) plan.

Our office is located directly on the Atlanta BeltLine’s Eastside Trail – fantastic for walking or biking to work with lots of great food options nearby. We offer a collaborative, fast-paced, open environment where you will learn about a variety of topics impacting our city and engage with a diverse, exciting set of stakeholders – all while knowing you are helping to improve quality of life in Atlanta.

**How to Apply**

Please send a resume and cover letter to work@atblp.org no later than Friday, March 13th at 5pm.

The Atlanta BeltLine Partnership is an equal opportunity agency and does not unlawfully discriminate on the basis of race, sex, age, color, religion, national origin, marital status, veteran status, disability status, sexual orientation, gender identity or expression, political ideology or any other basis prohibited by federal, state or local law. Please let the Atlanta BeltLine Partnership know if you need a reasonable accommodation to perform the essential functions of the position.