

**Friends of the National Arboretum  
Position Description**

**Position Title: Director of Development and Communications**

**Reports To: Executive Director**

**FLSA Status: Exempt**

**POSITION OVERVIEW**

Friends of the National Arboretum (FONA) seeks an experienced Director of Development and Communications (Chief Advancement Officers). FONA is the primary private partner of the U.S. National Arboretum. Its offices are located on the grounds of the Arboretum in northeast Washington, DC.

The Director will lead the strategic planning and execution of all fundraising, marketing, and communications efforts for FONA. This role manages a small team of development and communications staff and contractors in order to elevate organizational visibility and strengthen donor relationships to ensure revenue goal achievement.

**ABOUT US**

Friends of the National Arboretum (FONA) is a nonprofit membership organization and the primary nonprofit partner working to preserve and enhance the U.S. National Arboretum (USNA) in Washington D.C. and bring this remarkable resource to life as an important part of the city and region.

FONA programs include the Washington Youth Garden, School Garden Support, Green Ambassadors, and Recreation and Community Events. Founded in 1971, the Washington Youth Garden has provided a space for over 50 years for youth and families to grow food together and experience unique environmental science and nutrition education programming. FONA will work closely with USNA to celebrate its 100th anniversary in 2027, and has recently taken on the fundraising partnership for the National Bonsai & Penjing Museum.

**ABOUT YOU**

You are a strategic and creative fundraiser who understands that effective philanthropy is built on authentic, organized donor engagement and stewardship. The ideal candidate will have experience with the following:

- Background in nonprofit fundraising experience, preferably in a public-private partnership
- Demonstrated experience leading teams to advance revenue goals
- Proficiency with fundraising technology (FONA currently uses DonorPerfect and Constant Contact) and the Google suite
- Exceptional verbal and written communication skills

- Working with people from diverse backgrounds
- Working on and tracking multiple projects, balancing priorities effectively
- Ability to collaborate closely with others, work independently, and be self-motivated
- Promoting professional growth for self and staff

#### **EXPECTED CERTIFICATES AND LICENSES**

- Driver's License

Prior to employment, FONA will conduct a background check, including criminal and sexual offender checks, as well as verification of both education and employment.

#### **PRIMARY RESPONSIBILITIES**

- Fundraising Strategy & Management:
  - Develop and implement a comprehensive annual fundraising plan to achieve the organization's annual \$2M+ philanthropic goal, including revenue from direct marketing, events, institutional funders, and major gifts.
  - Design and manage a comprehensive set of development strategies that lead to diversified and sustainable growth, including both long-term and immediate opportunities.
  - Increase organizational capacity for development, including positioning FONA for a possible campaign.
  - Directly manage a portfolio of major donors, corporate sponsors, and foundation prospects.
  - Oversee and monitor progress towards revenue generation through private individual and institutional philanthropy and public funds.
  - Ensure strong stewardship of donors and prospects.
  - Supervise annual campaigns, digital, and direct mail appeals.
- Team Leadership & Management:
  - Supervise and mentor a team of development and communications professionals (currently a mix of in-house and contractors).
  - Foster a collaborative, high-performance, and data-driven team culture that leverages the assets of the USNA and FONA programming, events, and spaces.
  - Manage performance metrics, budget, and professional development for staff.
- Communications & Marketing:
  - Lead branding, public relations, social media, and marketing strategies to support fundraising goals.
  - Oversee production of the annual report, newsletters, and digital content.
  - Ensure consistent, donor-centric messaging across all platforms.
- Operations & Strategy:
  - Oversee CRM database and related fundraising and communications technologies for donor communication and segmentation, gift processing, and data hygiene.
  - Monitor and manage departmental revenue/expense budgets

- Organizational Leadership
  - Serve as a member of the senior leadership team.
  - Serve as primary staff for the board development committee
  - Act as an effective partner to external supporters, partners, and donors.
  - Provide philanthropy thought-leadership for the organization.

### **PHYSICAL DEMANDS**

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit for long periods of time, stand, travel up and down stairs, crouch, stoop and reach.
- Ability to lift up to 25 lbs.

### **NOTE**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) of this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.

### **WORK SCHEDULE**

The work schedule is generally Monday to Friday, 9:00 am- 5:00 pm, with some flexibility around event times.

### **COMPENSATION AND BENEFITS**

The salary range for this position is \$101,000 - \$126,000 annually. FONA offers a comprehensive suite of benefits and generous leave.

### **TO APPLY**

Please send a cover letter and resume with the subject line “Director of Development” and your name to [developmentsearch@fona.org](mailto:developmentsearch@fona.org). Applications will be reviewed on a rolling basis after February 13, 2026.