

Associate Director of Development

Company: Midtown Association (MA)

Position: Associate Director of Development (Exempt)

Supervisor: Executive Director/Deputy Director

Supervision Responsibilities: Oversee future retail staff, volunteers, and consultants

Location: 1401 21st Street, Unit A, Midtown Sacramento, 95811 **(In Office Four Days per Week/Remote One day per Week)**

Organization: The Midtown Association (MA) is a non-profit organization that is making Midtown the center for culture, creativity and vibrancy in Sacramento's urban core. We were recently selected by our team and the Sacramento Business Journal as one of the Best Places to Work in Sacramento.

Our Culture and Values

Our small but mighty team is fast-paced, creative, and mission-driven. We value:

- Integrity: High standards and personal accountability
- Responsiveness: Empathetic, thorough service to all stakeholders
- Growth: Personal, team, and organizational growth celebrated often
- Collaboration: Helping others succeed as part of a collective mission
- Resiliency & Resourcefulness: Adaptability in a changing environment
- Efficiency Through Technology: Tech-driven transparency and results

Our modern, open-concept office is surrounded by more than 20 restaurants, coffee shops, and cultural amenities. Our team enjoys a smart casual/business dress code.

Position Summary and Requirements: The key measures of success for the Associate Director are to (a) Maintain existing and build future revenue streams to support Midtown Association and Midtown Parks by managing the donor/sponsor relationship from start to finish (initial connection, to solicitation, to successful contribution, to benefit implementation/donor recognition in collaboration with internal teams, to clear proof of performance, and to renewal), (b) Transition the Sutter's Fort retail operation from Friends of Sutter's Fort to Midtown Parks', strengthening performance to ensure strong customer experience, operational consistency, and financial performance, (c) Connect previous Big Day of Giving, project specific and annual giving campaigns for Midtown Parks into a cohesive annual giving program, including the potential implementation of a membership program, (d) Work within Monday.com and Bloomerang to manage and enhance fundraising infrastructure including donor tracking/stewardship systems, sponsor benefit tracking, membership or recurring giving opportunities, and general donor engagement, (e) Collaborate effectively across Admin, Communications, Events, Placemaking, and Clean and Safe teams to align fundraising efforts with organizational priorities.

What is a Midtown Association Associate Director? Associate Directors lead cross-department teams to develop and implement programs that meet business goals and stakeholder needs. They manage and deliver multiple projects on budget, set clear timelines and performance metrics, and drive execution to achieve defined outcomes. They build and maintain partnerships in coordination with senior leadership to support program success and contribute to revenue generation. Associate Directors align stakeholder needs with existing programs, ensuring high engagement and effective service delivery. They effectively supervise staff and contractors through strong performance management and coaching, fostering accountability and consistent results. They anticipate needs, operate with political awareness, and proactively recommend improvements to increase efficiency



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and impact. Associate Directors leverage and maintain technology systems to manage projects, track performance, and support funding relationships, while serving as a resource to train and mentor others. They uphold organizational policies with integrity and ensure transparency and accountability in their work.

Basic Employment Qualifications:

- 7+ years of full-time demonstrated experience in a relevant professional field
- Bachelor's degree
- Excellent written communication and presentation skills in English
- Proficiency in Monday.com or similar project management software, Bloomerang or similar CRM, Budget or similar budgeting software, Office Suite, and Adobe
- Ability to lift 40 lbs and pass background and drug screenings (cannabis permissible)
- Reliable personal transportation and clear driving record

Ideal candidates will also possess:

- Experience in Sacramento's philanthropic and business community as a strategic and relationship-oriented fundraiser with demonstrated success in corporate sponsorships, membership programs, retail operations, grants, public funding, and/or donor cultivation.
- Proven track record of scaling fundraising operations including maturing a CRM, building membership or recurring giving programs, coordinating cohesive annual campaigns, and strengthening donor stewardship, reporting systems, sponsorship materials, and diversified revenue strategies.
- Ability to navigate cross-functional teams with a sense of joy, collaboration, and organizational leadership while energizing colleagues, donors, sponsors, and community stakeholders through strong communication, relationship management, public-facing advocacy, and stewardship skills.
- Entrepreneurial mindset with the ability to build new initiatives, navigate a quasi-public/community-facing environment, manage toward measurable revenue outcomes, and represent the organization confidently in public and donor-facing settings.
- Passion for dynamic public spaces, community wellness, and neighborhood vitality.

Work Hours: This is a full-time, exempt position at no less than 40 hours per week. The schedule is generally Monday through Friday professional hours with variations for donor meetings, fundraising events, sponsor connections at events, public meetings, and community programming including occasional evenings or weekends. Offsetting flex days are offered for days when a full Saturday is worked if this position engages on a special Second Saturday or Midtown Farmers Market.

Work Environment: The daily work environment is located primarily inside and consists of completing tasks involving donor communications, fundraising strategy, project management, retail operations oversight, stakeholder meetings, campaign coordination, and administration. This position also includes regular attendance at public events, donor cultivation activities, retail operations, and community programming. The office is generally an open environment. We have a very collegial and community/customer-facing office, and interruptions of work can be routine so this position is best suited for someone who can be flexible, focused, results-oriented, and able to set priorities while balancing multiple ongoing projects.



Essential Duties & Responsibilities:

Fundraising and Sponsorships:

- Oversee annual fundraising campaigns including Big Day of Giving, holiday giving campaigns, donor appeals, Midtown Parks fundraising initiatives, ticket sales for events and activities, and future capital or special campaigns.
- Build and steward relationships with sponsors, donors, foundations, business leaders, community partners, and civic stakeholders while representing Midtown Association at meetings, events, presentations, and public engagement opportunities. Manage renewals and negotiations, communication on benefit fulfillment including providing proof of performance, and align partner needs with organization needs. Ensure all sponsorship details are tracked in the organization's project management system and that all benefits are executed fully in partnership with the program, Events, and Communications teams. Engage the Executive Director and other senior leaders as needed to participate in relationship management and solicitations.
- Develop and strengthen fundraising infrastructure including CRM management, donor stewardship systems, sponsorship materials and benefits implementation/fulfillment, campaign reporting, recurring giving or membership opportunities, and cohesive partnership packages tied to Midtown events and public space initiatives. Coordinate with the Administrative Team to ensure all payments/pledges are received/fulfilled prior to benefits implementation.

Retail Operations:

- Oversee the retail operation associated with Sutter's Fort including customer experience, merchandising coordination, staffing support, operational systems, and financial performance.
- Develop operational standards, reporting systems, and performance metrics that improve accountability, earned revenue generation, and operational efficiency.
- Collaborate with internal and external partners to identify opportunities to grow the visibility, profitability, and mission impact of the retail operation with onsite events and activations.

HR and Leadership:

- Lead the organization's annual development strategy in partnership with the Executive Director and senior leadership team. Support organizational planning, budgeting, and strategic initiatives that strengthen Midtown Association's long-term sustainability and community impact. Help cultivate a culture of philanthropy, responsiveness, innovation, and high performance throughout the organization.
- Lead and support staff, volunteers, consultants, and future development support roles to achieve their professional development goals and company goals including facilitating strong 1:1s, motivating and developing the team dynamics, conducting annual review for direct reports and supporting annual reviews for indirect reports.
- Partner cross-functionally with Administration, Communications, Events, Placemaking, Clean and Safe, and leadership teams to align fundraising goals, donor engagement, sponsorship strategies, and public impact initiatives.



Benefits: Midtown Association has a very generous benefits package after the introductory period: 8 days of sick time, 12 days of vacation plus several paid public holidays, 401k with match and immediate vesting, flex-spend account, fully paid insurance (Medical, Life, Dental, Vision, Alternative Care Insurance), parking/transit reimbursement, unlimited in office refreshments, wellness program and more.

Salary: DOE within a starting range of \$90-105k plus incentives per year / **Midtown Association is an Equal Opportunity Employer (EOE).**

Apply Here: [Midtown Association – Associate Director of Development](#)



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