



**Organization:** Sportsmen's Alliance

**Job Title:** Associate Director of Field Operations

**Organization Description:** The Sportsmen's Alliance and its Foundation are national non-profit organizations founded to protect hunting, fishing, trapping and scientific wildlife management in the state legislatures, the courts, Congress and at the ballot box. The Alliance, a 501c4 organization, provides direct and grassroots lobbying at both the state and federal level, as well as ballot issue coalition management. The Foundation, a 501c3 organization, performs research, legal defense, and public education.

**Position Summary:** The Associate Director of Field Operations identifies, cultivates, engages, solicits, and stewards individuals, foundations, rod and gun clubs, conservation associations and businesses to participate in event-based fundraising opportunities. This position is in charges of planning, organizing, developing and executing a network of fundraising events to include sporting clay shoots, receptions, dinners, hunts, raffles, sweepstakes, golf outings, and more to promote the strategic growth of the Sportsmen's Alliance and Foundation. This position will be tasked with developing a network of regional directors, local field directors and chapters to assist with event fundraisers, membership drives, attend sports expositions and be a steward of the Alliance and Foundation mission.. The Associate Director of Field Operations tracks and monitors progress, reports on the status, and ensures that event fundraising goals are met. The Director of Field Operations reports to the Vice President of Membership and Development.

**Core Responsibilities:**

- Develop, plan, organize and execute fundraising events including but not limited to:
  - Sporting Clay Shoots
  - Donor development receptions / dinners / gun bashes
  - Fundraising raffles
  - National/local sweepstakes
  - Merchandise sales/electronic store opportunity
  - Other membership based events
- Oversee and manage the Local Field Director program for the organization. Organically grow, recruit, develop and manage high-quality local field directors to enable Sportsmen's Alliance mission expansion across the country.
- Develop a Sportsmen's Alliance chapter model to facilitate mission expansion across the country.
- Select, organize, staff, and attend sportsmen's shows/expositions to educate attendees about the Alliance and Foundation mission, fundraise and attract new volunteers/members.
- Partner with similar organizations to utilize expertise in shooting fundraisers to create additional revenue opportunities and new members.



- Manage, facilitate and partners with supporting retail organizations to facilitate the firearm purchases for all fundraising events. Make recommendations for all membership incentives utilizing the field network and new outdoor trends.
- Work with Director of Programs to build a systematic process to fully involve volunteers in Trailblazer programs, membership, special events and other fundraising opportunities.
- Champion event sponsorship sales, participant registrations, all fundraiser ticket sales and event donations.
- Recruit and train local field directors to become brand champions for the Alliance and Foundation. Assist to increase membership from new individual, sports club, regional outdoor sports orientated business and outfitters. Help establish the Alliance chapter program, spokesperson for program awareness and information regarding fundraising events/campaigns.
- Develop and execute a local, regional, state and national recruiting and retention campaign focusing on generating/retaining Sportsmen's club and outfitter memberships. Utilize volunteers and the project coordinator to increase memberships through developing a prospect list, personal networking, presentations, cold calling, electronic mail, direct mail and referrals.

### **Qualifications:**

**Education:** Bachelor's degree or equivalent combination of education and experience in fundraising, event planning, sales or marketing required.

**Experience:** Minimum 3 years of event based fund raising experience. Individual, corporate and/or Business-to-Business not for profit event recruitment is necessary. Significant expertise with planning, organizing, recruiting for events (firearm, shooting, hunting and fishing focused) is highly desirable. Progressive experience in successful development programs and knowledge of "best practices" in membership development is necessary.

**Skills and Abilities:** Ability to relate well and work effectively with multiple constituencies and audiences. Excellent planning, execution, verbal and written skills. Knowledge of office systems: MS-Office preferred and fundraising database systems (e.g., Raiser's Edge) is a plus. A team player committed to developing and working within a collaborative environment and to ensuring the highest customer service orientation.

**Travel:** Requires frequent travel within the United States.

**Salary & Benefits:** Salary commensurate with experience, and includes a generous benefits package.

**Other Requirements:** A passion for hunting, fishing and trapping is essential. An entrepreneurial and self-management personality along with a desire to win and help advance a growing organization in an exciting and fast-paced environment is necessary. A willingness to lead by working with the executive management team to guide the organizations key policy initiatives is required.



**Contact Information:** Interested candidates should submit a cover letter, resume, salary requirements and references to: Gordon Pry, Sportsmen's Alliance, 801 Kingsmill Pkwy, Columbus, Ohio 43229 or via email at [gpri@sportsmensalliance.org](mailto:gpri@sportsmensalliance.org).