



Development Director

Position Profile

About Ghost Ranch Education & Retreat Center

Ghost Ranch is a dynamic place of unparalleled beauty and a rich, unique history. Nestled among the cliffs of northern New Mexico, this beloved education and retreat center offers visitors access to workshops and week-long experiences, unmatched hiking trails, museums, and more; it touches the lives of 40,000 individuals from across the country each year. Visitors come – and return – to Ghost Ranch to:

...Find a spiritual and emotional home. Since the Ranch's early days, visitors have shared meaningful faith experiences here. Today, the Ranch honors its faith-based roots with retreats, workshops, and lectures that encourage visitors of all faiths to explore spirituality, theology, religion, and the ways these elements of faith inspire and guide our daily lives.

...Connect with the land. Ghost Ranch encompasses 21,000 acres of towering rock walls and vivid colors, geology with great historic and scientific value. Week-long and day-trip visitors enjoy its trails, which span more than 25 miles, by foot and by horseback.

...Learn new skills and gain new experiences. Through the Ranch's 150 classes and workshops, guests explore art, music, writing, southwest culture, archaeology, paleontology, and more. In addition to these regularly scheduled activities, Ghost Ranch also adds special events, such as concerts, tours, and service opportunities.



...Enjoy the views that once inspired Georgia O'Keeffe. Artist Georgia O'Keeffe, drawn by the natural beauty of the Ranch, spent a large part of her life here; her depictions of the landscape are iconic.

...Gaze back in time through the study of paleontology and archaeology. Ghost Ranch's archaeological records predate adobe walls and kivas; its hearths and other sites date back 8,000 years. Its anthropology and paleontology museums offer a gateway to millions of years of history, which thousands of individuals—including 2,000 local schoolchildren—visit each year.

...Build ties with the northern New Mexico community. The Ranch's hallmark community outreach includes a grazing program, an annual Community Camp for the region's youth, a community swim program, and service corps. These programs have helped to establish strong relationships with the surrounding community.

...Forge bonds and enduring memories with family. So often, Ghost Ranch becomes a special chapter in a family's history: a long-held tradition, a legacy, a place that generation after generation attend together.



The Opportunity

The next Development Director for Ghost Ranch will assume leadership at a pivotal time in the Ranch's history. Building on the Ranch's recently strengthened fundraising infrastructure, the new Development Director will oversee a transformative capital campaign: an initiative that will breathe new life into the Ranch, support its long-term financial stability, and kick-start a larger master facilities plan. Already, the campaign has been well received and supported by the Ranch's close friends and donors.

The incoming Development Director will embrace the opportunity to **partner with a community of exceptionally loyal, passionate supporters** who consider the Ranch a top philanthropic priority. The



Ranch is felt by many to be a life-changing place; visitors frequently form deep, lifelong connections during their stays. As a result, a unique sense of community and fellowship flourishes here.

The next fundraising leader, too, will have **a reliable, enthusiastic partner in the Ranch's incoming CEO, Board of Directors, and Campaign Cabinet.** The Ranch's committed leaders understand—and treat—fundraising as a top organizational priority; board members and volunteers are willing advocates, connectors, and champions for the Ranch's mission.

Importantly, the next Development Director will **work in a transformative setting.** The beauty of the Ranch's high desert landscape—its red earth, blue sky, and towering cliffs—has inspired awe in countless visitors. And, the new Director will **join and oversee a team of passionate colleagues who find a deep sense of purpose in their work.**

With an array of tools at their disposal—a transformative fundraising initiative, passionate donor base, supportive volunteers, committed team, and awe-inspiring setting—the individual who takes on this role will be well equipped to help write the next chapter of Ghost Ranch's history.

About the Position

Key Position Functions

The incoming Development Director will work in partnership with Ghost Ranch's leadership to oversee fund-development tactics that will support the operations, growth, and long-term sustainability of the Ranch. Specific roles and activities include:

Fund Development Strategy and Planning: Develop and implement a comprehensive plan for raising funds for the organization. Focus efforts to increase financial support to the organization by broadening the base of individual supporters. Ensure that decision-making is informed by data and that all initiatives have a clear plan, timeline, and measurable goals. Ensure the fundraising budget and activities align with the organization's needs and goals.



Development and Fundraising Tactics: Employ fundraising tactics and tools to achieve Ghost Ranch’s fundraising goals and objectives. Create and implement fundraising activities for:

- Annual fund
- Major giving
- Foundation and corporation gifts/grants
- Planned and endowment giving

Development Operations: Manage multiple projects and establish and manage priorities, goals, and timelines. Maximize use of Raiser’s Edge NXT to track all cultivation and solicitation activities. Create and manage the annual budget of the development department. Ensure an infrastructure that is efficient and effective for giving to Ghost Ranch. Develop a protocol for consistent factual reports for use by Ghost Ranch staff and leadership to show progress toward goals and success of cultivation/solicitation activities.

Capital Campaign: Schedule, attend, and support all capital campaign planning and Steering Committee meetings. Conduct ongoing prospect research. Manage and maintain records of cultivation strategies, evaluations, solicitations, contact reports, and results of all contacts with campaign prospects. Maintain records regarding campaign gifts and pledges, including payment schedules and pledge reminders.

Team Management: Motivate and manage a three-person development team. Provide guidance, training, support, and positive feedback to ensure high performance by each team member in meeting fundraising objectives and goals.

Donor Engagement and Stewardship: Create and implement a stewardship plan that incorporates standard and timely acknowledgments via email, postal mail, and phone calls from staff and development committee, as appropriate. Work with the Director of Programs to expand usage of Ranch facilities to support development through special events, outings, or explorations with artists, historians, scientists, clergy, and scholars.

Public Relations: Serve as a dynamic spokesperson for the organization with Ghost Ranch guests, and at public, community, or special events as needed. Ensure that the organization’s brand and voice are accurately reflected in all development materials.

Competencies Required for Success

- Communicates effectively
- Balances stakeholders
- Instills trust
- Builds networks
- Plans and aligns
- Business insight
- Persuades
- Collaborates
- Customer focus
- Drives engagement
- Interpersonal savvy
- Ensures accountability
- Builds and empowers teams



Qualifications

- Bachelor's degree in related field, or equivalent experience
- CFRE (desired)
- Master's degree (desired)
- Five years or more experience leading fundraising for an organization and/or leading fundraising teams. Experiences should include:
 - major donor development, cultivation, and solicitation;
 - working collaboratively to increase funding; and
 - forming fundraising strategies and planning.
- An understanding of and experience with donor databases and systems (required)
- Proven professional experience with grant-writing, planned giving and endowments, and capital campaign projects (desired)

Compensation

Ghost Ranch Education & Retreat Center is pleased to offer a competitive salary and comprehensive benefits for this position. The target hiring range for this position is \$85,000-92,000, commensurate with experience.

Application Process

Benefactor Group is pleased to be assisting Ghost Ranch Education & Retreat Center with this executive search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

Benefactor Group Recruitment Team

HR@benefactorgroup.com

<http://www.benefactorgroup.com>

Please do not contact Ghost Ranch staff directly with inquiries about this executive search. Candidates are urged to visit the Ghost Ranch website at: <https://www.ghostranch.org/>



About the Abiquiú Region

New Mexico—known as "the land of enchantment" for its natural beauty and fascinating history—offers one of the most diverse and breathtaking landscapes in the world. Residents enjoy vast vistas, table-topped mesas, tall cliffs, forests of old cottonwood trees, wildflowers, sand dunes, and beauty around every bend in the road. Averaging 310 days of sunshine per year, New Mexico is also a great place for outdoor activities. Anyone with a passion for the outdoors will find themselves captivated by the state's endless recreation opportunities.

The Ghost Ranch Education & Retreat Center is located near the relaxed town of Abiquiú in north central New Mexico. Abiquiú, a treasured place of its own, can be found...

- 30 minutes from Española, a smaller city which weaves a rich tapestry of traditions, arts, history, natural beauty, and distinctive cuisine;
- 60 minutes from Santa Fe, a well-known artistic and cultural center, and a city with a long-standing reputation as a great place to visit, to live, and to retire to;
- 90 minutes from Taos, a hub for outdoor recreation (home to a world-class ski resort and countless trails), arts, music, architecture, and scenic natural vistas; and
- 120 minutes from Albuquerque, the most populous city in New Mexico, a hub for commerce and industry, and one of the oldest cities in the United States.

While a full-time presence at the Ranch is not required, the Director of Development will be expected to maintain a regular on-site presence for donor and guest stewardship, team supervision and collaboration, and participation on Ghost Ranch's Leadership Team. Relocation to a city within a reasonable commuting distance of Abiquiú will be expected.