

**POSITION DESCRIPTION**  
**DIRECTOR OF DEVELOPMENT and COMMUNICATIONS**

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

**Reports to:** Executive Director

**Supervises:** Communications Specialist

**Status:** Full-time, exempt, eligible for benefits

**Position Summary:**

The Director of Development and Communications is responsible for identifying and securing financial contributions; planning the long-term sustainable funding strategy and executable plan for the organization, building relationships with funding sources; planning and overseeing fundraising activities. In addition, the position is responsible for supporting the strategic messaging for the organization as well as creating a comprehensive communications and marketing plan.

**Competencies:**

- Demonstrated understanding of diversity and cultural issues.
- Passion for serving disinvested communities.
- Strong financial literacy skills including budgeting and forecasting.
- Excellent presentation skills.
- High energy level, strong sense of initiative, creative problem solving, flexibility, discretion, and a sense of humor.
- Ability to work collaboratively as well as independently.
- Entrepreneurial spirit.
- Ability to work strategically and tactically.
- Strong organizational and time management skills.
- Project management skills.
- Ability to assist individuals understanding their strengths and weaknesses in order to achieve job and personal goals.
- Ability to create and implement metrics to meet organizational fundraising goals.
- The ability to handle multiple assignments simultaneously is a necessity.
- Ability to anticipate trends in the competitive non-profit marketplace and plan accordingly.

**Specific Responsibilities:**

- Designs, implements, and oversees a structured comprehensive development program to include all phases of fundraising, including but not limited to the annual fund, corporate and foundation giving, major gifts, planned giving, and various campaigns.
- Implements and oversees a structured comprehensive marketing and communications plan to include outreach, advertising, press relationships and volunteer involvement.
- Prepares and monitors progress of overall Development departmental resource development including budget goals and objectives.
- Oversees social media strategy, growth and scheduling.
- Responsible for all internal and external reporting on a regular basis.
- Responsible for the management and health of the donor database.

- Allocates resources to donor stewardship including, but not limited to, written correspondence, receipts and other gift acknowledgements.
- With the support of the Executive Director, develops, implements, and monitors department's strategic plan.
- Supports Executive Director in the development and oversight of Board of Directors' and major gift solicitations.
- Identifies new corporate and private funding sources; represents agency in meetings –or identifies appropriate representation – with potential funding sources.
- Writes proposals and grants to support organizational activities.
- Works with Executive Director, Board of Directors, and Committee members to maintain close working relationships with funders.
- Works with the Executive Director in creation of a capital campaign strategy to meet organizational goals for the next three to five years.
- Evaluate and report on the scope and effectiveness of development efforts on a regular basis.
- Participates in weekly senior leadership team discussions and collaborates in organizational goal setting.
- Performs other related duties as assigned by management.

**Qualifications and Experience:**

- Bachelor's degree from an accredited college or university or related experience, CFRE desired.
- Minimum of three to five (3 to 5) years experience in non-profit development with a demonstrated track record in implementing successful corporate, foundation, and individual giving campaigns.
- Minimum of one (1) year experience in non-profit communications and marketing, with a proven track record of successful awareness raising.
- Proven success in conceptualizing, writing, and editing grant proposals.
- Experience with government funding a plus.
- Experience with budget planning and long-range strategic planning.
- Experience with capital campaigns desired.
- Knowledge of major donors in the regional area.
- Ability to supervise staff and volunteers.
- Superior communication skills: oral, written, proofreading, editing, and presentation.
- Superior interpersonal skills with an ability to relate to broadly diverse audiences.
- Superior organizational skills; ability to set priorities and work on multiple projects simultaneously.
- Computer Skills Required: Word, Excel, Outlook, Internet, Social Media and donor management software (Raiser's Edge or similar).
- Desired Computer Skills: PowerPoint

I have reviewed this job description and understand its content.

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