



## Job Description

### Director of Development & Communications

#### Position Summary:

The Director of Development & Communications will secure sufficient funds to realize the Board's goals and objectives, both capital and programmatic. This position ensures all communications are aligned with yearly fundraising and programmatic objectives. The Director of Development will be creative, innovative, and work closely with the Executive Director and the Development Committee. The position implements an advancement plan that will include major donors, corporate and business, foundation, endowment, special events and direct mail efforts. This position is part of the senior administrative team, participates in the strategic planning process, reports to the Executive Director and supervises the Special Events & Marketing Coordinator.

#### Essential Duties:

##### Development

- Leads and manages the Nursery's development efforts to raise annual budget (currently \$1.1M).
- Manages the Special Events & Marketing Coordinator to ensure successful coordination and achievement of fundraising goals.
- Trains and leads other staff to support fundraising and marketing efforts.
- Develops and executes annual development plan and strategy.
- Plans and manages annual giving and major gift campaigns, planned giving, individual giving, and corporate donations.
- Identifies, cultivates, solicits, and stewards prospective and current donors.
- Projects and evaluates the potential of all fundraising activities.
- Works closely with the Board and others to develop strategies and lead the process of identifying prospective donors for the Nursery.
- Directs and guides the Development Committee efforts and aligns them with the annual plan.
- Attends all Board meetings and works with members to fulfill specific assignments.
- Works with the Special Events & Marketing Coordinator to maintain accurate donor records.
- Develops long-term community relationships through networking and outreach activities.
- Creates new thank you letters quarterly for donations.
- Creates reports and provides information related to donor analysis and giving levels.
- Produces solicitation materials and directs the coordination and implementation of materials.
- Participates in long range planning and annual budgeting.
- Oversees grant management system to ensure application and report deadlines are met.
- Solicits and applies for annual foundation gifts.
- Adheres to the *Donor Bill of Rights* as prescribed by the Association of Fundraising Professionals.

##### Stewardship

- Develops and manages an effective stewardship plan for all donors.
- Establishes and implements timely donor recognition activities
- Organizes Board and other volunteers to assist with donor recognition, retention, and growth
- Ensures Crisis Nursery compliance with donor gift intent
- Builds the donor base each year

## Grants

- Develops and implements a grant writing plan each fiscal year for the organization.
- Assists with and coordinates grant applications, reports and deadlines with appropriate staff.

## Events

- Provides direction, supervision and oversight to Special Events Coordinator and events.
- Assists with annual and third party special events and fundraisers, as appropriate.
- Identifies events that support the objectives of the fundraising plan.

## Database

- Oversees staff responsible for data entry into the Results Donor Database and gift processing.
- Makes recommendations on changes and additions to donor data.
- Establishes processes to ensure the integrity of the Donor Database.

## Capital Campaign

- Guides the Board in the organization and execution of any major or minor capital campaigns.
- Communicates with outstanding pledge holders as they complete pledge obligations.
- Conducts donor stewardship activities, as appropriate.

## Planned Giving

- Identifies planned gift prospects.
- Organizes communications and materials for solicitation.
- Organizes targeted solicitations.

## Marketing

- Prepares calendar of all publications and events with material due dates.
- Oversees preparation of all press releases.
- Speaks about Crisis Nursery's mission and PSA's to local media outlets and groups.
- Oversees the production and coordination of newsletters, Annual Report, and monthly eNewsletters.
- Supervises the design of the Holiday Card, Auction Invitation, and Nursery brochures.
- Supervises maintenance and updates of website and social media sites.

## **Qualifications:**

### Experience

- Bachelor's degree required, advanced degree in non-profit or business management, marketing, or related field preferred
- Minimum of 4 years of fundraising/development experience preferred
- Proven track record of achieving revenue targets and/or a quota of over \$1M annually

### Knowledge

- Working knowledge of Microsoft Office & Adobe Creative Suite

### Skills

- Proven management and leadership capabilities, ability to function as a team member
- Demonstrated ability to think strategically and understanding of strategic development
- Strong partnership-building and event planning skills
- Computer literacy, with experience with fundraising databases preferred
- Exceptional written and oral communication skills, strong organizational skills
- Ability to multi-task and handle active and stressful position