

## **Development & Communications Director**

**Department:** Fund Development

**Status:** Exempt / Full Time

**Salary Range:** \$55,000-\$70,000

**Reports to:** Executive Director

**Supervisory Responsibilities:** Development Interns/Volunteers

**Position Information:** This position directs fundraising, donor cultivation, communications, and public relations for the Children's Advocacy Center of Kent County, working with the Executive Director, the Development Committee, and volunteers to achieve the annual fundraising and communications goals which will provide revenue for operations and awareness of the CAC and its mission and goals. Activities include but are not limited to engaging with the media and community, corporate partnerships, donor cultivation, writing donor communications, maintaining donor database, creating annual development and communications plans, and planning monthly tours and the annual spring fundraising luncheon.

### **Essential Duties and Responsibilities**

#### **Planning**

- Works with Executive Director, Board of Directors, and Development Committee to build understanding of the Center's mission, develop and advance agency goals and strategies, and create, implement, and evaluate diversified annual fundraising and communications plans.
- Participates in development and achievement of goals set forth in Strategic Plan.

#### **Communications and Public Relations**

- Coordinates media interest in the Center and ensures regular contact with target media and appropriate response to media requests, acting as Center's representative with the media.
- Manages production of annual report, newsletters, and other communications for donors and the community, working with Executive Director to develop theme and content, writing and gathering articles and statistics, and overseeing printing and mailing.
- Manages writing, preparation, and follow-up (including reporting and assigning follow-up calls) for annual appeal. With Prevention & Outreach Director, oversees volunteers to prepare mailing.
- Directs appearance of all Center print and electronic materials, such as letterhead, use of logo, brochures, etc.
- Oversees Prevention & Outreach Director's creation of social media materials.

#### **Events**

- Coordinates donor recognition events and thank you process.
- Organizes monthly Walk in Their Shoes tours. Leads tours as required. Similar responsibilities for "tours" held off site.
- **Annual Luncheon:**
  - Plans and implements the annual luncheon by assisting Development Committee with solicitation of sponsors and table captains.
  - Coordinates all event, volunteer, and facility logistics.
  - Works with Executive Director to plan program using the Benevon model; recruits testimonial speaker and assists in writing of testimonial; writes all other speeches needed for program.

#### **Donor Cultivation**

- Provides leadership in enhancing contact- and moves-management functionality in donor database. Develops and prepares reports for staff and volunteers in assigned cultivation and solicitation activities.

## Foundation Grant Cultivation

- Identifies and secures non-governmental grants and meets reporting requirements for foundations, individuals, and businesses to meet budgetary needs.

## Data Management

- Integrates special event data management in side-systems into donor database.
- Assists in prospect identification and mailing list development.
- Creates meaningful donor profiles and ensures data integrity by overseeing the maintenance and updating of database records by the Administrative Secretary.
- Oversees Administrative Secretary in data entry and preparing donor acknowledgments.

## Educational Requirements and Qualifications

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Possesses a Bachelor's Degree from an accredited agency or similar job experience.
- Has 5+years working in fund development, with experience in Benevon model of fundraising preferred.
- Requires proficiency in social media communications and Microsoft Office platform, especially Microsoft Excel. Experience with Canva and Microsoft Publisher preferred.

## Competencies

To perform this job successfully, an individual should demonstrate experience in and commitment to the following competencies:

*Advocacy and Public Policy* - Recognize issues surrounding child sexual abuse and how awareness and prevention efforts enhance community awareness of child sexual abuse and encourage children and adults to report abuse.

*Communications* - Present self and agency professionally in oral or written communications, writing or speaking clearly and informatively with empathy and understanding; exchange information efficiently and effectively, listening and seeking needed clarification; contribute to the overall culture of the Center through healthy communication, respect, and commitment to the agency's mission, vision, and values.

*Financial Management and Social Entrepreneurship* - Assist with reporting for state and private grants, demonstrate understanding of agency budget and stewardship of resources; manage program budget.

*Fundraising and Resource Development* - Work alongside staff and volunteers to meet cash match requirements for state and private grants, participate in community tours of agency and represent department to community.

*Data Management* - Maintain confidentiality of client information and provide accurate and timely tracking of client demographics and Center services.

*Direct Service* - Possess awareness of direct services provided by agency to understand organizational mission and own role in it.

*Human Resources Management and Volunteerism* - Work alongside and act as resource for program volunteers; nurture and support the staff members and volunteers under your supervision through regular communications and being accessible and approachable.

*Leadership and Governance* - Recognize organizational values and represent them in everyday activities.

*Legal and Regulatory* - Understand confidentiality and mandated reporter requirements surrounding child welfare.

*Planning and Evaluation* - Assist in reporting data and evaluating programs, presenting accurate and timely information.

*Flexibility and Adaptability* - Possess skills in project and time management through detailed work in a fast-paced, ever-changing environment; establish and maintain cooperative and supportive working relationships with members of direct team, whether staff or volunteer, and the multidisciplinary team as a whole; and contribute to the overall culture of the Center through healthy communication, respect, and commitment to the agency's mission, vision, and values.

*Personal Care and Development* - Seek out and participate in professional development opportunities, both external and internal; commit to self and agency care.

*Building of Global Capacity* - Commit to intercultural development and seek to understand the unique needs of clients and donors of different backgrounds.

#### Work Environment and Physical Requirements

- 35-40 hours per week worked at the Children's Advocacy Center. Generally worked Monday-Friday, between the hours of 8:00 a.m. and 5:00 p.m. Some evenings and weekends may be required.
- A trauma-rich environment with clients in crisis situations.
- Physical requirements include ability to sit and use a computer for long periods of time in a typical office environment and light lifting of up to 25 pounds.
- This job entails duties offsite including local travel; exposure to heat, cold, inclement weather and conditions in a variety of public settings; and standing for periods of time.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
date

*I understand that Children's Advocacy Center of Kent County is an at-will employer, and my signature on this job description is not a binding contract on either the part of the Children's Advocacy Center of Kent County or myself. \_\_\_\_\_ (initials)*

*I affirm that I am able to perform the above duties as assigned. \_\_\_\_\_ (initials)*