

## Development & Communications Director

Supervisory Responsibilities: None

### Essential Functions

#### **Planning**

- Works with President/CEO, 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 President/CEO 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.
- Directs appearance of all Center print and electronic materials.
- Directs creation of social media content.

#### **Events**

- Coordinates donor recognition events and thank you process.
- Annual Luncheon:
  - Plans and implements the annual luncheon by facilitating Development Committee solicitation of sponsors and table captains.
  - Coordinates all event, volunteer, and facility logistics.
  - Works with President/CEO to plan program; recruits testimonial speaker and assists in writing of testimonial; writes all other speeches needed for program.

#### **Foundation Grant Cultivation**

- Identifies prospects for new non-governmental grants.
- Writes application and all required reporting for non-governmental grants.

#### **Donor Cultivation**

- Provides leadership in enhancing contact- and moves-management functionality in donor database.
- Develops and oversees report preparation for donor cultivation and solicitation activities.
- Schedules and leads donor tours.
- Coordinates donor learning sessions and appreciation events.
- Coordinates major gifts and planned giving programs.

#### **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.
- Maintains donor accounts receivable to ensure accurate records, send regular reminders, and work with President/CEO to keep donors current.

### 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.

- Bachelor's degree from an accredited agency or similar job experience in relevant area.
- Minimum five (5) years' experience in fund development.
- Proficiency in internet and Microsoft Office platform. Experience with DonorPerfect, Canva, and Microsoft Publisher preferred.