



POSITION DESCRIPTION

Position Title: **Resource Development & Marketing Director**

Reports To: **CEO**

Status: **Full Time - Exempt**

Overview

The Director of Development works with the Chief Executive Officer (CEO) and board to plan and execute resource development strategies and monitor progress toward goals. Supports the CEO in positioning the board to cultivate and solicit major gifts and grants from individuals, corporations, foundations, United Way, government agencies and others, and is responsible for providing leadership and direction to staff in support of resource development and ongoing marketing strategies.

Responsibilities

Leadership

1. Provide leadership and direction to the Chief Executive Officer and Board of Directors in the execution of all development activities required to fund Club operations and deliver programs within the community.

Strategic Planning

2. In collaboration with Chief Executive Officer and Board, develop and implement a strategic plan for single and multi-year resource development efforts:
 - Research and analyze agency, corporate, individual and foundation donor base and recommend solicitation strategies;
 - Prepare and seek approval for corporate and foundation proposals to support the Club, using current cultivation and solicitation materials;
 - Oversee planning of logistics for special events, including obtaining sponsorships and gifts and preparing related printed materials and publications;
 - Design and implement direct mail programs; and
 - Provide support for various fundraising strategies/projects/initiatives assigned by the Chief Executive Officer, such as endowments, major gifts, capital campaign and planned giving.
3. Ensure evaluation of development activities and identify opportunities to improve results.

Board Development

4. Identify, recruit and train board members to participate in solicitation and other resource development activities.

5. Encourage and support board committees responsible for planning and implementing development activities.

Resource Management

6. Participate in the development, implementation and monitoring of the Club's annual budget, controlling expenditures within budget and maintaining donor and financial records in accordance with standards.
7. Ensure productive and effective performance by all development staff.

Partnership Development

8. Develop strategic alliances with community leaders and local officials. Develop collaborative partnerships with other youth serving organizations, members, parents, families, funders and community organizations.

Marketing and Public Relations

9. Increase visibility of Club to include development activities and maintain the public trust.

ADDITIONAL RESPONSIBILITIES:

10. Ensure design and development of public relations documents for use in the promotion of fundraising, and education of the public, including press releases. Ensure the development and distribution of marketing documents.

Qualifications

- Bachelor's degree from an accredited college or university preferred
- A minimum of three years nonprofit experience, specifically in fundraising and sales/marketing, or equivalent experience
- Considerable knowledge of fundraising techniques and sources of funding for nonprofits
- Knowledge of: the mission, objectives, policies, programs and procedures and of the principles and practices of nonprofits, youth development services preferred
- Ability to organize and coordinate fundraising operations
- Strong oral and written communication skills, both verbal and written
- Ability to establish and maintain effective working relationships with Club staff, board members, volunteers, community groups and other related agencies.
- Knowledge of accessing and managing donor database (Donor Perfect)
- Proficient in the effective use of various social media platforms
- Proficient in the effective use of Constant Contact

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.