



Director of Development Job Description

Position Summary: The director of development provides strategic leadership for fund development at The Hearth. Working in partnership with the CEO and board of directors, the director of development plans and manages all fund development activities, and builds relationships with donors, funders and community stakeholders to advance the mission and fundraising goals of The Open Hearth.

Responsibilities

Fund Development Leadership and Management

- Annually establishes strategic fund development goals, including communication and public relations objectives related to fund development.
- Prepares fund development annual work plan and budget for CEO review; acts as staff to the board fund development committee; regularly evaluates fund development goals and reports progress to CEO and board.
- Manages all fund development campaigns, events and communications.
- Ensures accurate, timely and meaningful internal reports related to gift income, donors and fund development results.
- Develops and maintains written policies and protocols governing fund development.
- Oversees and manages fundraising database and tracking systems and ensures consistent, accurate and timely entry of all gifts and donor information.
- With finance department, ensures reconciliation of development results with The Hearth's financial reports and budget.
- May recruit, hire, supervise, evaluate, and train development staff.

Individual Giving

- Manages, administers and grows the individual giving program including annual fund campaign, direct mail, online giving, sustained giving, and major gifts.
- Develops and implements a stewardship program aimed at cultivating deeper ties with donors.
- Designs and implements strategies to develop new constituencies and build the donor base.
- Develops and implements an annual cycle of donor communications including the design, copywriting, production, and dissemination of all development collateral (solicitation letters, acknowledgement letters, donor stewardship letters, newsletters, impact reporting, etc.)
- Gathers data on donors and prospects in support of fundraising efforts.

- Compiles, updates and maintains database files on donors and prospects with the assistance of administrative staff.

Government, Foundation, and Corporate Grants

- Collaborates with off-site contracted grant writer to maintain and, as possible, increase grant revenue.
- Cultivates and stewards grantors and prospective grantors in collaboration with the CEO.

Special Events

- Develops and implements strategy to grow existing special events.
- Designs corporate sponsorship packages.
- Produces and monitors event workplans, budgets, sponsorship packages.
- Coordinates efforts of board, event committee, and CEO in the solicitation of event sponsorships.
- Develops corresponding event communications (direct mail, email, website, social media, press releases and coverage); ensures timely event communication in collaboration with development staff.
- Serves as staff liaison to event planning committees.
- Generates appropriate reporting to keep staff and volunteers on task.
- Spearheads after-event evaluation efforts.
- Oversees staff involved in special events related work.

Public Relations and Communications

- Collaborates with the CEO and board to increase visibility for the organization.
- Manages the development, distribution, and maintenance of all print and electronic collateral related to fund development including, but not limited to, newsletters, brochures, and The Open Hearth website.
- Oversees online content that engages donors and friends of The Open Hearth – website, Facebook, Twitter, Instagram, LinkedIn; ensures regular posting of new and consistent information by staff responsible for social media and website.

Qualifications

- At least 7 years of increasingly responsible experience in the nonprofit sector; previous experience as a senior fund development leader required
- Demonstrated ability to write clearly and persuasively; experience writing for fundraising, public relations and social media
- Tangible experience expanding and cultivating existing donor relationships over time
- Superior organizational skills and ability to create organizational systems and policies
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives
- Ability to listen for understanding and communicate effectively with diverse stakeholders
- Capacity to handle multiple tasks and relationships simultaneously with grace and humor

- Interest in working with staff and board committed to ensuring racial and economic equity for the men we work with; understanding various perspectives and cultures is essential
- Experience with donor databases; knowledge of Abila a plus
- Proficiency in Microsoft Office Suite, G Suite, Constant Contact and other applications
- Bachelor's degree or equivalent relevant experience and training; CFRE a plus