

JOB DESCRIPTION

DEVELOPMENT DIRECTOR

ORGANIZATION BACKGROUND

TITLE: DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS
REPORTS TO: EXECUTIVE DIRECTOR
LIAISON TO: THE BOARD OF DIRECTORS
LOCATION: XXX AREA HEADQUARTERS WITH SOME TRAVEL TO XXXX
HOURS: EXEMPT

POSITION CONCEPT

The Director of Development and Communications is charged with primary responsibility for managing and implementing the organization's first professional development plan, generated as part of a strategic plan process. Position is responsible for planning, execution, control and evaluation of fundraising, public relations and education and outreach for the organization. The Development Director works closely with the ED, the Board and Fundraising volunteers to enhance and support the overall mission of the organization, and to assure that ample unrestricted and programs funds are generated. The first year position will be on an employment contract to include benefits, after which time, based on outstanding performance, the position will become a regular management position with all the benefits and protections thereof.

The Development Director is Responsible for fund development for these purposes:

- Operating Support
- Major Projects, including new programs and collaborative ventures
- Future Capital Campaigns including expansion, remodeling and major equipment
- Endowment Fund (new, to be started with Bequest/Legacy Program)
- Planned Giving Program (new, to start with Bequests and build towards Trusts)

One quarter of the position is dedicated to Education & Outreach which includes:

- Newsletter writing and publication
- Preparation of press releases, handling of media relations and representation of the organization or preparation of the ED and Board trustees to represent agency to the media
- Publication of documents to include fundraising brochures and letters, other marketing materials, annual reports
- Generation of print materials, multi-media presentations to generate interest and support in existing and new markets

Special Events

Work with Board to plan and carry out 1 major event annually with an income generation goal of \$xxxx. Plan an Annual Meeting with a Public Relations and Donor Appreciation goal. Assist Board in events as needed.

Other duties as assigned.

Staff Support

Position does not have staff support for the first year.

Salary Range: \$xxxxx-xxxxxx depending on experience

JOB DESCRIPTION

DEVELOPMENT COORDINATOR (SENIOR) (Fund Development/Marketing/Events)

REPORTS TO: EXECUTIVE DIRECTOR

BASIC DUTIES

To develop, direct and provide a formalized program of marketing strategy and fund development in order to secure funding sources, to garner public support, and to assure adequate financing for the Society's services and programs, To provide leadership, direction and incidental supervision in some areas of the Fund Development Program and Community Relations. Works closely with the Humane Education Program, the Volunteer Program and the respective personnel of these programs. Strives to assure the efficient performance and operation within the total administrative area to accomplish the above objectives and provide the Society with an effective development and outreach program.

Grade Level: Degreed/Salaried/Light Supervision

Work Hours Per Week: As required

Class: Full time salaried

EDUCATIONAL BACKGROUND/QUALIFICATIONS

Typically requires a B.A. Degree. Degree requirement highly desirable. Work experience in lieu of degree may be considered. Must possess common sense and a willingness to accommodate the needs of the Society. Ability to work in a team oriented environment and is self reliant and highly motivated. Must have a positive attitude. Organizational skills are essential. Should possess a sincere interest in animal welfare. Must possess excellent written and oral communication skills. Have methodical and detail oriented work habits. Must feel confident and comfortable in public appearances (including radio, TV, media) and addressing groups of people. Must have general office skills including computer knowledge and possess a state's driver's license or be able to obtain one and have a good driving record or otherwise be able to transport self. Individual must be willing to work nights and weekends as necessary.

RESPONSIBILITIES

1. Administers and supervises community and educational outreach efforts.
2. Requires a close working relationship with the Executive Director for consultation, advice and decision making. Work with committees designated by the Board of Directors, other departments and staff.

3. Develops, evaluates and implements policy and procedural changes for efficient improvement of department.
4. Prepares budgets as required for general area and specific projects and events.
5. Maintains good staff relations within the areas of responsibility by recognizing good performance and providing expertise and training to correct less than satisfactory performance on the part of other staff.
6. Work with community leaders and representatives of other organizations to promote increased awareness of the Society, its role, services, objectives, and mission.
7. Coordinates the production and inventory of collateral materials. Assists in the maintenance of the library and audio visual resources. Responsible for a large portion of necessary resource materials.
8. Assists in the production of the "Heart" newsletter.
9. Varying degrees of responsibility for the design and production of solicitation materials including but not limited to proposals, case statements, news articles, special appeals, etc. (works closely with other staff in same and related areas.)
10. Has major responsibilities in procuring materials, equipment and funding for all departments of the AHS.
11. Acts as spokesperson and general liaison for the Society with the general public as well as electronic and print media.
12. Develops and promotes a positive image and good public relations for the Society.
13. Facilitates media relations and provides news releases, PSAs, community bulletins, etc.
14. Serves as a resource person for special programs and projects including but not limited to arranging, conducting and accommodating media appearances, interviews, civic and educational service programs, etc. Provides supervision for exhibits, special promotions and special events.
15. Facilitates and implements marketing and advertising programs including promotion of event and bulk mailings.
16. Supervises the maintenance of certain in-house donor data base files.
17. Coordinates with direct mail firms and their maintenance and use of AHS donor database.
18. Works closely with staff for implementation of Fund Development and Endowment Policies and Recognition Programs established by the Board of Directors.

19. Maintains ongoing research and development of new fundraising concepts.
20. Ancillary responsibility for donor research and prospect identification, approaches, cultivation and solicitation including individuals, businesses, corporations and foundations for monetary and in-kind gifts.
21. Responsible in varying degrees for capital, annual, deferred and endowment solicitations and programs.
22. Responsibilities include the development, oversight, and execution of certain events. (Annual, on-going and one time).
23. Appropriate donor recognition and acknowledgement of gifts.
24. Provides support for volunteer projects and volunteer fundraising leadership.
25. Responsibilities include working with all types of fund development vehicles-philanthropic as well as business related. (Cause-related marketing, affinity programs, etc.).
26. Maintains departmental equipment including but not limited to vehicles, electronic equipment, computer (office equipment) and promotional equipment (robot, costumes).
27. To direct as the primary person responsible for high income Society functions. (Including but not limited to the NBAA, Pet Parade and large affinity programs.)
28. To perform such other duties and responsibilities as necessary to accommodate the needs of the Society.

JOB DESCRIPTION

TITLE: DEVELOPMENT ADMINISTRATOR

IMMEDIATE SUPERVISOR: VICE PRESIDENT OR RESOURCE DEVELOPMENT & COMMUNITY EDUCATION

MAIN FUNCTION: Plans, coordinates and executes the Foundation's development activities which include corporate donations, planned giving, annual appeals and special events to benefit the agency.

DUTIES & RESPONSIBILITIES:

1. Plans, coordinates and executes all development activities. Prepares a year-round calendar and communicates the activities internally and externally.
2. Develops a corporate solicitation program to create and enhance relationships with area businesses for the purpose of securing sponsorships and donations to support development activities.
3. Responsible for planning and executing all special events of the Foundation and instituting new activities when need arises.
4. Responsible for creating budgets and monitoring income and expenses for each development activity to ensure a successful outcome.
5. Recruits and trains volunteers for all activities and campaigns.
6. Monitors and handles incoming funds and database information for donors and volunteers in compliance with agency procedures and with support from the agency's administrative assistant.
7. Assists with the planned giving component as required by the Vice President of Resource Development and Community Education.
8. Responsible for annual requests to service clubs and fraternal organizations to support specific projects in the agency to meet wish list needs.
9. Responsible for production and dissemination of the annual holiday appeal campaign.
10. Works with the Foundation board of directors in recruiting volunteers to serve on the committees for each development activity.
11. Produces promotional materials for development activities and planned giving program.

12. Coordinates publicity for foundation activities with approval and involvement of the Vice President of Resource Development & Community Education.
13. Ensures all donors and volunteers are thanked in a timely manner.
14. Coordinates and plans annual donor & volunteer recognition event.
15. Completes all duties and responsibilities as assigned by the Vice President of Resource Development & Community Education and the President & CEO.
16. Ensures the safety and well-being of participants through application of Agency's safety policies and procedures.

QUALIFICATIONS:

EDUCATION EXPERIENCE:

Bachelor's degree in communication or related field and a minimum of two (2) years experience in a fundraising/development environment preferred. Excellent written, personal communication and computer skills. Knowledge in word processing (Microsoft Word preferred) and desktop publishing are required.

ESSENTIAL REQUIREMENTS:

Must have ability to travel within area for meetings and organizational activities.

Light to medium lifting may be required.

Non-Union/Exempt