



North East Community Center Position Description

Title: Development Director

Classification: Full-time, salaried, benefits-eligible

Hours: Exempt; may involve evening or weekend work

Primary Role: The Development Director is responsible for effectively coordinating the organization's fundraising, volunteer and marketing efforts. This will require the Development Director to work cooperatively with the Executive Director, Development Committee, and the staff of the Development and Administrative units of NECC. As a subset of his/her fundraising responsibilities, the Development Director will be required to work effectively with the NECC Grant-writing Team, preparing grant requests to foundations and individuals. It is anticipated that the Center will engage in a capital campaign for a new building on its current site within the next 2 years. The Development Director will help build the capacity of the organization, its staff, board and systems to prepare for this eventuality. The work expected of the Development Director is both conceptual and strategic as well as hands on execution.

Responsibilities:

Leadership: The Development Director will refine strategy, maintain calendar and operational plans for Development; manage day to day operations of the Development department; support and evaluate the performance and productivity of the Development staff; develop and manage the Development budget in conjunction with the Executive Director and Administrative Director; manage procedures and systems for tracking and acknowledging gifts, budget monitoring, and outcomes reporting; be familiar with the Center's programs and staff to communicate their substance and value to donors and the public; work with Executive Director on general and issue-specific messaging to the public, stakeholders and donor base.

Fund Development: The Center raises funds through its annual campaign, special events, major donor work, cultivation and stewardship of donors through small events, semiannual newsletters and e-newsletters.

- Mindfully implement a process for identifying new prospects via a system of identification, engagement, cultivation, solicitation, and stewardship
- Annual Giving: strategize how best to grow success of the current annual giving program and help it grow to meet or exceed budgeted goals; draft letters to different tiers of prospects. There are 2 appeals each year: one scheduled for March/April; the other for October/November.
- Major gifts: Working closely with the Executive Director and the Board, develop a potential list of major donors and new prospects creating individual cultivation strategies for each. Implement plans by writing letters, arranging meetings/site visits, and organize cultivation opportunities to choreograph the appropriate ask. Determine right person to cultivate and ask for the gift from Board, Advisory Board.
- Newsletters: Oversee concept and execution of two newsletters each year – an annual report (March) and the other (October). Oversee production and distribution of e-newsletters every 6 weeks.
- Planned gifts: Seek opportunities to included planned giving in mailings, announcements, website and brochures. Long term – meet with potential donors

- **Special Events:** Provide direction and strategy for the Chef & Farmer Brunch. Seek opportunities to maximize revenue from the event working closely with committee members, board and advisory board members on the event; explore ideas with the board and Executive Director about a 2nd fundraising event at appropriate time on the Development Calendar.
- **Comprehensive Campaign:** work with Executive Director and Board to incrementally prepare for a multi-million-dollar campaign that includes costs for a new building. Advise on building a Campaign Committee and best structure for managing the campaign once it launches.
- **Volunteer Involvement:** NECC volunteer involvement includes casual and enrolled volunteers across a diversity of engagement opportunities. Volunteers may be identified through a variety of channels and used in ways such as governance, program delivery and fund development, among others. NECC utilizes the ISOTURE model for volunteer engagement.

The Development Director and staff will:

- Meet potential volunteers, identify interests and skills, outline volunteer opportunity/ies which may be a good fit for them and the Community Center.
- Ensure volunteer involvement procedures are followed and expected accountabilities are in place.
- Coordinate with Program Director and staff to assign volunteers and gain evaluative insight on volunteer success.
- Follow up with volunteers to make sure they are satisfied with the experience.
- Track and report all volunteer data on behalf of NECC.

Marketing and Outreach: The Development Director will participate actively with the Marketing Committee to develop and implement NECC's Marketing plan and subsequent policies and procedures. Development serves as the conduit for NECC's marketing and outreach, which includes website, social media, flyer/poster hard copy, and print media efforts. Development generally serves as a conduit for all materials development and dissemination for the organization, ensuring EEO/EPO standards are represented, reading level appropriateness and readability indices are considered based on target audiences, and the NECC style guide is followed. However, Program staff are responsible for content of all materials to be used for client outreach or education.

Event Logistics: The Development unit is the driving force for most of the events that occur at NECC. Resources, supplies and equipment are centrally managed through this department. Development is chiefly focused on event implementation in support of fundraising and marketing. However other events may require the support of Development. These include but are not limited to the implementation of "Community Conversations," which are a collaboration between program and development to provide service, advocacy and/or engagement opportunities to the community we serve. Other events require some support from Development in logistical ways, including Community Day, Fall for Art, and Kinship Circle, among others.

Grant Writing: The Development Director will have an essential role of grant development for the organization focusing mainly on grant requests to Foundations. Limited assistance with other grants may be required if the situation warrants and time allows. The application for grants will require the Development Director (and possibly development staff) work effectively with the organization's Grant Writing Team to determine where and when applications will be made so as to 1) create no conflicts or competition for grant resources within the organization, and 2) ensure that all grant applications are following the grant development procedures for vetting, approval and implementation.

Other Duties: As a member of the NECC and Development staff, the Development Director will:

- Communicate regularly with the Executive Director and chairs of the Development and Marketing Committees to discuss progress and resolve problems.
- Supervise the Development staff.
- Participate in required staff and team meetings.
- Follow all NECC Policies & Procedures.
- All other duties as assigned.

Required Skills and Behaviors:

- Strategic, creative team leader who can work well with groups and independently.
- Approaches work in an organized way, able to prioritize, and can communicate well in person, writing, and via necessary technologies.
- Experience working with people from diverse ethnic, cultural and socioeconomic backgrounds.
- Utilizes proactive thinking and problem-solving skills.
- Ability to maintain patient, professional demeanor when dealing with diverse community of volunteers, community members, board members, staff, donors, and others.
- Ability to responsibly manage confidential and/or sensitive information.
- Strong interpersonal skills; ability to influence donors and volunteers through written and verbal presentations.
- Excellent writing and communication skills.
- Flexible, adaptable and consistent.
- Models NECC values at all times.

Qualifications:

- 3 to 5 years of best-practice Development experience with a demonstrated record of success
- Minimum of a bachelor's degree (completed).
- Excellent project management skills with a proven ability to achieve results.
- Experience managing operating budgets.
- Staff management background with a track record of measuring and motivating growth and individual and team progress against goals.
- Proven ability to work with Boards, committees and volunteers to advance a philanthropic mission.
- Proficiency in Microsoft Office products, including Word and Excel and Adobe Photoshop or other desktop publishing software.
- Experience with donor database or similar software is preferred.
- Current driver's license.
- Completes background check through central database and DMVR check.

Supervisor(s):

Christine Sergent, Executive Director

Effective: December 4, 2018