



## Director of Development

**Department:** Development

**Date Most Recent Update:** August 2, 2021

### **GENERAL DESCRIPTION OF POSITION:**

Under the supervision of the Chief Executive Officer, the Director of Development is responsible for executing strategies and increasing agency resources through the following, but not limited to, community involvement and promotion, fund raising, and donation drives, grants, special events, marketing, and brand awareness. The Director will provide general oversight of all of the organization's resource development activities.

### **PRIMARY JOB FUNCTION(S):**

- Lead and manage all day-to-day aspects of new development program from identification, cultivation, solicitation and stewardship.
- Continually expand, innovate, and diversify Richcroft's donor base while working collaboratively across the organization to secure funds for new and existing initiatives.
- Oversee and implement foundation research and grant proposal submission process to increase overall agency revenue.
- Develop solicitation plans for individual contributors and implement annual giving program, with an eye towards building a future major gift program.
- Oversee annual marketing plan to build brand awareness and partnerships that will include but not be limited to the following: annual report, brochures, and other print materials, as well as all online outlets, including website, newsletters, and social media.
- Identify and pursue specific programs and campaigns/initiatives for innovative organizational resource development.
- Assure timely and appropriate gift processing of all contributions.
- Manage stewardship activities, including acknowledgement of all contributions.
- Manage entry and accuracy of member/donor records in database for purposes of growing constituent base (including donors, prospects, Board members, volunteers, elected officials, families, others).
- Provide regular reporting on member/donor activity to CEO, CFO, and Board of Directors.
- Collaborate with CEO to engage of Board members as financial supporters, active volunteers, and ambassadors of Richcroft.
- Oversee all aspects of any fundraising activities of other divisions or departments of Richcroft as assigned.

**EDUCATION:** Bachelor's degree in Marketing, Communications or other Business-related field required. Masters is preferred. Certified Fund Raising Professional (CFRE) is preferred. Fluent in Microsoft Office Suite (Outlook, Power Point, and Excel) required. Experience with CRM or donor database experience required (Salesforce, Blackbaud, etc.)

**EXPERIENCE:** 5 years of proven development, donor relations, events planning, Community relations and marketing experience.

**NOTE:** At the discretion of the Director of HR and CEO, additional related experience and/or education may be substituted in lieu of the requirements specified above under Education and Experience.