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*Ardmore ... Empowering people with intellectual and developmental disabilities  
since 1963 because every person has value and the right to choose the direction of their life!*

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*Do you have a track-record of cultivating relationships and executing successful fundraising campaigns? Consider using your talent to grow dreams and change lives! Ardmore Enterprises supports people with intellectual and development disabilities in all aspects of their life—to do and be exactly who they want to be! We are ready for the creative professional with the know-how and passion to strengthen our presence across communities, grow our financial base and make a lasting difference in the lives of people with disabilities and their families.*

## **Director of Development & Communications**

### **FUNCTION**

The Director of Development and Communications reports to the Chief Executive Officer and has the primary responsibility for the design and implementation of a comprehensive fundraising program and a mission/brand-centric communication plan.

The Director is responsible for strategically achieving an annual revenue goal from individual, corporate and institutional donors; overseeing an annual giving program and other fundraising or outreach events; maintaining excellent donor communication; collaborating with the CEO, Senior Leadership and Board of Directors to build strategic partnerships within Prince George’s County (MD) and the broader community; and increasing awareness through fundraising communications, educational outreach and other stakeholder specific messaging.

### **DUTIES AND RESPONSIBILITIES**

#### **DEVELOPMENT: Relationship Cultivation and Investment Engagement**

- Design and implement a robust and strategic development plan that maintains and broadens financial support from diverse sources and regulates fundraising stewardship.
- Develop, manage, and maintain all fundraising programs and efforts, including, but not limited to, special events, annual campaign, capital campaign, grants, foundation funding, and third-party funding such as The United Way, cultivation activities, and gift recognition.
- Identify, cultivate, and solicit new and existing donors, sponsors, and partners—includes securing new sources of support through private foundations, businesses, individuals,

planned gifts, giving clubs, and in-kind gifts; plus, building and managing relationships to advance organizational priorities.

- Manage and maintain donor database and tracking systems.
- Oversee creation of all fundraising materials/communications, including, but not limited to, annual appeal letter, campaign promotions, sponsorship packages and in-kind donations.

#### **COMMUNICATION: Effective, Engaging and Mission/Brand-focused Messages**

- Work with the CEO and staff to develop and implement a year-round integrated strategic communications plan to advance Ardmore's mission and broaden awareness across key stakeholder audiences.
- Develop and manage communications, outreach strategy, and campaigns using print, online, and electronic outlets to enhance the visibility and awareness of the rights of people with disabilities and Ardmore services. This includes, coordinating community outreach events, procuring content and updating website and social media; writing press releases, articles, newsletters, letters, and brochures; handling media relations; assisting staff with communication/outreach endeavors; etc.
- Serve as brand steward—develop brand voice and maintain brand integrity across all platforms and advise in the creation of digital, video, audio, and print content.
- Manage and maintain communications database for electronic and direct mail marketing.

#### **LEADERSHIP: Staff, Board and Community Collaboration and Representation**

- Participate on the Ardmore's Staff Leadership Team and provide guidance to the Board of Director's Development Committee and other committees, as needed.
- Represent Ardmore publicly on boards and committees (community-based or related to areas such as disability, public relations, fundraising and political action) and as a presenter or public speaker.
- Demonstrate a strong understanding and dedication to Ardmore's mission and commitment to diversity, equity, accessibility, and inclusion. Actively promote and represent Ardmore's philosophy through all interactions with both internal and external audiences.
- Work concertedly with staff, volunteers, and contracted professionals to achieve goals.
- Perform all other duties necessary to fulfill Ardmore's mission as assigned.

#### **REQUIREMENTS**

- Bachelor's degree in marketing, business, or communication (strongly preferred) or equivalent experience.
- Minimum five (5) years as a development and/or communications professional.
- Excellent time management, organizational and written communication (to a variety of audience) skills.
- Effective and dynamic interpersonal, public speaking, and presentation skills.
- Outgoing demeanor with the ability to be professional, build trust (confidentiality), work independently with executive-level persons, and represent Ardmore in public.

- Strong ability to think creatively, supervise people and projects and develop strong internal and external relationships and resources is required.
- Technically proficient and comfortable using Microsoft Office (Word, Excel, Outlook, PowerPoint), fundraising or CRM software, email marketing, video conferencing, website builder, and Facebook (and other social media).
- Interest or passion supporting people with intellectual and developmental disabilities in achieving their dreams is required. Must believe that every person has value and the right to have control over their own life.

#### **REQUIRED CONDITIONS of EMPLOYMENT**

- Must be able to drive and possess a good driving record.
- Must meet eligibility for employment in the United States. Appropriate I-9 documentation must be provided on first day of employment.
- Must have a clean criminal history.
- Must be able to pass a drug screening.
- Knowledge of augmentative communication strongly preferred.
- COVID-19 Considerations: Ardmore Enterprises currently has implemented a mandatory COVID-19 vaccination policy. All employees are required to have started the vaccination process prior to hiring. Unless, a religious/medical exemption is requested.

**SALARY RANGE:** \$75K - \$85K

To apply please go to Ardmore's website at [www.ardmoreenterprises.org](http://www.ardmoreenterprises.org)