

Position Description

TITLE: Director of Development
REPORTS TO: Executive Director

SUMMARY DESCRIPTION:

With the leadership and guidance of the Development Committee, its Chairman and the Board of Trustees, the Director of Development will direct the coordination and implementation of the contributed income programs on behalf of our institution's goals and objectives to maximize potential, and to increase the base of support in terms of donors and volunteers.

MAJOR ACTIVITIES:

- 1) Establish forecasts and prepare evaluations of fund-raising potential for the Development activities by identifying and rating prospects, with special attention given to those prospects having the highest potential. (10%)
- 2) Develop calendars and action plans for each Annual Fund campaign division, sponsorship and underwriting programs, Membership, Government Grants, special events, etc. (25%)
- 3) Assist in the recruitment and orientation of the Development leadership and meet with key leaders to propose required organizational networks in order to build the necessary volunteer structure to ensure the best solicitor/volunteer match, and to maximize the number of personal contacts made. (15%)
- 4) Direct the production, coordination and implementation of solicitation and volunteer orientation and training materials. (5%)
- 5) Direct the production of campaign summaries and management reports by setting priorities for support staff in order to implement campaign action plans, gauge results, and determine future courses of action. (5%)
- 6) Monitor campaign results by division and activity on an ongoing basis by meeting with Development leaders and communicating regularly with volunteer committees in order to help project outcome of the campaigns and to identify areas of highest concern and priority. (25%)
- 7) Establish and service benefits, privileges, recognition, acknowledgements and incentives for donors and volunteers in order to maintain and improve relations. (5%)
- 8) Develop a plan to organize and produce an Endowment and Capital campaign with additional attention devoted to an adjunct Deferred Giving Program. (10%)

TOTAL TIME: 100%

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POSITION REQUIREMENTS:

- 1) Donor and volunteer service mentality
- 2) Conceptual skills
- 3) Knowledge of basic skills of fund-raising management
- 4) Superior organizational and communication abilities
- 5) Analytical capabilities

PROBLEM SOLVING:

- 1) **Maintaining and raising the productivity of dozens of our volunteers**
This is achieved by utilizing resources at the highest levels, such as with our Board members.
- 2) **Raising the productivity of support staff to meet increasing needs of our institution**
This is achieved by offering competitive compensation, revising the organizational structure and diligently monitoring staff's performance.
- 3) **Decide whether to implement a new plan of action for a specific Development activity or to discontinue a campaign.**
This is determined by reviewing how a new methodology will solve problems and its impact on those people involved, as well as comparing results -vs- actual costs.