



# WALDO COMMUNITY ACTION PARTNERS JOB DESCRIPTION

## POSITION SUMMARY

The **Resource Developer** is responsible for planning, implementing and evaluating development, communications, and public relations activities that ensures a structure to shape and develop funding and resources to sustain the organizations programs, mission, and goals as outlined by the Board of Directors and Chief Executive Officer.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### Plans, develops and implements effective development and public relations strategies:

1. Works cooperatively with the CEO, Board, and Program Directors to develop strategic goals and objectives for annual fundraising efforts.
2. Ensures that the development of a comprehensive public relations plan and its goals and policies are consistent with the established organizational mission, vision, goals and objectives.
3. Ensures activities comply with regulation and organizational policies and procedures.

### Guides and manages development efforts:

1. Implements a development program and appropriate marketing strategies for the Organization and its Programs.
2. Maintains and coordinates an annual development/marketing plan.
3. Assists with - the Organizations Needs Assessment and Strategic Planning activities to ensure continuity.
4. Coordinates and manages municipal fundraising activities.
5. Monitors, identifies and coordinates submissions for Proposals and Grants to meet established needs and goals.
6. Works with other Leadership staff to submit Proposals and Grants to meet individual program needs.
7. Networks internally and externally to keep up to date on potential program and grant opportunities.
8. Assists with maintaining current statistics, asset surveys to inform development and community assessment needs.
9. Develops and maintains and active calendar for proposals, grants, events and activities to support development efforts.

### Identifies potential supporters and contributors to support philanthropic efforts:

1. Examines past giving records.
2. Researches financial support given to other organizations.
3. Identifies appropriate public and private grant agencies and foundations as sources of funding.
4. Establishes personal networks in the community
5. Assists the CEO, key leadership and board members to establish appropriate contacts with potential contributors.

### Organizes and implements special targeted campaigns:

1. Identifies target donor groups including WCAP's annual appeal, municipal fundraising, local initiatives, and corporate and foundation funding.
2. Sets objectives, develops approaches and manages and coordinates solicitations.

**Position Title:**  
Resource Developer

**Department:**  
Administration

**Reports To:**  
President/Chief Executive Officer

**Supervises:**  
N/A

**FLSA Status:**  
Exempt

**Salary Range:**  
RM1/L1

**Last Revised/Approved:**  
October 2019

**Organizes special benefit events:**

1. Identifies potential guests and target donors.
2. Develops announcements and invitations.
3. Coordinates arrangements and event planning activities with other key staff.
4. Coordinates special events preparation and implementation with other key staff.

**Solicits funds and pledges:**

1. Ensures the completion of grant and foundation applications to meet agency and program needs.
2. Coordinates and assigns responsibility, in coordination with the CEO, for personal solicitation to Board members, volunteers, and staff members according to special interests and capabilities.
3. Coordinates and establishes relationships with potential donors and sponsors.
4. Makes and or coordinates speeches/presentations to potential donor groups and/or coordinates presentations by others.
5. Assists the CEO and Board to establish relationships with key donor groups and individuals.

**Enlists help to accomplish development objectives:**

1. Recruits, schedules, trains and supervises volunteers as needed for events.
2. Maintaining effective communication with all program directors regarding potential grants and public and community relations initiatives.

**Informs the public and employees about agency activities and fundraising efforts by:**

1. Coordinates and edits production of agency external publications including newsletters, annual reports and marketing brochures.
2. Contributes to internal publications such as the employee newsletter.
3. Coordinates with other internal communication activities to meet agency needs.
4. Represents the agency at appropriate public and community functions.

**Ensures appropriate acknowledgement and tracking of donations:**

1. Coordinates with Administrative staff to ensure mailing lists and data files are compiled and updated and that donations are properly posted and acknowledged.

**Achieves financial goals:**

1. Works with CEO to prepare an annual budget.
2. Manages expenditures, analyzes variances and initiates corrective actions.

**Participates as a member of the Organizations Management Team**

1. Participates in Board meetings, program management, and administration team meetings as requested
2. Assumes varying roles in agency events, such as preparations, negotiations, and facilitations as assigned

**Professional Development:**

1. Keeps up to date on State and Federal regulations and ensures necessary compliance.
2. Develops and maintains a strong working knowledge of federal and state laws and regulations.
3. Participates in trainings, meetings and professional development activities.
4. Attends educational workshops; reviews professional publications; establishes personal networks; participates in professional societies.

**Safety And Wellness:**

1. Actively promotes safety and accident prevention within the workplace.
2. Reports any unsafe conditions, incidents and/or accidents immediately.

**Non-Essential Duties and Responsibilities:**

1. Performs additional duties as assigned.

## PERFORMANCE MEASURES

- Funds raised meet established annual goals.
- Appropriate department procedures are developed and updated as needed.
- Financial goals are met.
- Department personnel are effective and efficient.
- Potential funding sources are identified and contacted according to established goals.
- Good coordination and effective working relations exist with other departments, the Board of Directors and community partners.
- Donors are tracked and gifts acknowledged professionally and on a timely basis.
- New and ongoing positive relationships are maintained with key contacts and donors within the community.

## GENERAL EXPECTATIONS

- Be committed to the Agency's Mission, Vision and Values.
- Maintain adequate knowledge of all WCAP programs in order to make referrals to other programs beneficial to the client, his/her family or friends.
- Maintain professional boundaries with all current, past, and prospective clients.
- Maintain confidentiality of clients, staff, and internal business information.
- Present professional and positive image as a representative of WCAP.
- Follow established policies and procedures and comply with all safety requirements.
- Communicate proactively with the supervisor regarding work flow, problems, suggestions, etc.
- Seek out and attend relevant professional development conferences, seminars, workshops, and other activities related to all aspects of this position. Participate in all Pre-Service and In-Service training and professional development activities as required by the position. Participate in other local and state level meetings related to all aspects of this position.
- Attend team and staff meetings as scheduled.
- Contribute to a positive, team-oriented work environment.
- Be punctual for scheduled work and use time appropriately.
- Perform required amount of work in a timely fashion with a minimum of errors. Meet deadlines.

## PHYSICAL REQUIREMENTS

*The physical requirements described here are representative of those that must be met by the Incumbent to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is required to stand; sit for prolonged periods of time; walk; use hands to finger, handle, or feel, including operation of a standard computer keyboard; reach with hands and arms and talk, see and hear; bend and reach; regularly lift and carry up to 10 pounds. Specific vision abilities required by the job include close vision, distance vision, and the ability to adjust focus.

## WORK ENVIRONMENT

*The work environment characteristics described here are representative of those the incumbent encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Work is performed primarily in a business office setting. Noise level ranges from quiet to moderate. Assigned work may require travel within the local or neighboring communities. This position is a full-time salaried position that typically works a normal daytime schedule. However, evening and weekend time may be required to meet Agency needs. State wide and national travel may be needed for meetings and or trainings.

## QUALIFICATIONS NEEDED FOR POSITION

### General Requirements:

- Must have adequate transportation, a valid driver's license and meet WCAP's insurance.
- Ability to meet WCAP background clearance requirements.

### Experience and Skill Requirements:

The following experience and skills are considered essential:

- Minimum of two to 4 years of relevant work experience in non-profit development, program development and fundraising.
- Knowledge of marketing strategies and techniques.
- Knowledge of community needs, special populations and poverty.
- Excellent critical thinking and organizational skills
- Ability to author grants, proposals and media material for multiple target audiences.
- Proficient with multi-media including websites social media, radio, newsprint and advertising.
- Excellent written and verbal communication skills, including presentation and negotiation skills.
- Ability to establish and maintain effective working relationships with all constituencies, including clients, employees, board members, regulatory agencies, and the community at large; must possess tact, discretion and diplomacy.
- Ability to organize, coordinate and direct projects.
- Detail-oriented, ability to multi task and meet critical deadlines.
- Proficient skills in Microsoft Word, Excel and Outlook.
- Experience with web site maintenance a plus.

### Education Requirements:

The following education requirements are considered essential:

- Bachelor's Degree in related Field such as communications, business administration, public administration, finance, or social welfare.

*\*\* All requirements and skills are considered to be essential, unless otherwise indicated*

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.*

*The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

I have read and understand the above description, and I am confident that I will be able to meet the requirements of this job.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date