



WALDO COMMUNITY ACTION PARTNERS JOB DESCRIPTION

POSITION SUMMARY

Under broad supervision, the **Development Director** is responsible for planning, implementing, and evaluating comprehensive development 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. The Director will be responsible for advancing the community presence and perception of the Agency in the community, including marketing, fundraising and community engagement.

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. Designs and implements a comprehensive development program and appropriate marketing strategies for the Organization and its Programs.
2. Develops and maintains an annual development/marketing plan.
3. Assists with and coordinates the Organizations Needs Assessment and Strategic Planning activities to ensure continuity.
4. Coordinates and manages municipal fundraising activities.
5. Monitors, identifies and submits Proposals and Grants to meet established needs and goals.
6. Networks internally and externally to keep up to date on potential program and grant opportunities.

Identifies potential supporters and contributors:

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 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, United Way initiatives, and corporate and foundation funding.
2. Setting objectives, developing approaches and making and coordinating solicitations.

Organizes special benefit events:

1. Identifies potential guests and target donors.
2. Develops announcements and invitations.

Position Title:
Development Director

Department:
Administration

Reports To:
President/Chief Executive Officer

Supervises:
Community Projects Coordinator

FLSA Status:
Exempt

Salary Range:
RM1/L3

Last Revised/Approved:
May 2020

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 speeches/presentations to potential donor groups and/or coordinates presentations by others.

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.

Maintains appropriate communication process to support Agency community engagement activities and fundraising:

1. Establishes an annual marketing and communication plan to advance the agency brand and strengthen the agencies identity in the community in support of our programs, mission and strategic goals.
2. Oversees the production of agency communications materials for internal and external use.
3. Manages and maintains publications including newsletters, flyers, annual reports, marketing materials, and brochures.
4. Contributes to internal publications such as the employee newsletter, website, and social media postings.
5. Coordinates other internal communication activities to meet agency needs.
6. Maintains and manages external communication including press releases and media communication for agency activities and programs.
7. Manages and Maintains agency website and social media activities.
8. Organizes the Agency's presence and engagement efforts at community events throughout the year.
9. Represents the agency at appropriate public and community functions.

Ensures appropriate acknowledgement and tracking of donations and grant activities:

1. Maintains effective donation tracking systems, mailing lists, and data files to support timely posting and acknowledgment of donations.
2. Maintains a grant tracking and reporting system to account for grants submission, award and reporting.

Personnel

1. Manages assigned personnel in accordance with applicable laws, rules, regulations and WCAP policies, protocols, practices and procedures.
2. Oversees appropriate training and/or development.

Achieves financial goals:

1. Works with CEO to prepare an annual budget.
2. Manages expenditures, analyzes variances and initiates corrective actions.
3. Operates all assigned activities within budgetary constraints.
4. Follows Agency financial policies, practices and procedures.

Participates as a member of the Organizations Leadership Team

1. Participates in Board meetings and Board Committee meetings, program management, and administration team meetings.
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.
- 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 regularly,

and up to 35 pounds occasionally. 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:

- One (1) to three (3) years of relevant experience in non-profit development, program development and fundraising. 5 years' experience preferred.
- Knowledge of marketing strategies and techniques.
- Knowledge of community needs, special populations and poverty.
- Ability to author grants, proposals and media material for multiple target audiences.
- Proficient with multi-media including websites social media, radio, newsprint and advertising.
- Strong 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.
- Excellent interpersonal skills.
- Proficient skills Microsoft Office products, including Microsoft Word, Excel and Outlook.
- Experience with web site maintenance a plus.
- Proficient with Adobe Creative Suite products, esp. Photoshop, InDesign and Illustrator a plus.

Education Requirements:

The following education requirements are considered essential:

- Bachelor's Degree required, Master's Degree preferred.

*** 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