



Inspiring all girls to
be strong, smart,
and bold.

Girls Inc. Wayne County

Job Description (rev. December 2018)

Position Title: Development Director

Exemption Status: Exempt

Reports To: Executive Director

Coordinates With:

Executive Director, Development, Stewardship, and Marketing Board Committees, various fundraising event committees, community organizations and partners

Position Overview

The Development Director is responsible for leading all fundraising efforts that result in financial support for the mission and programs of Girls Inc. Wayne County. Additionally, the Development Director oversees public relations, advocacy, and marketing programs that promote Girls Inc.'s values and aspirations. The result of this combined effort is a cohesive message that motivates donors, informs parents, strengthens girls, and engages the community.

Essential Functions

The following statements reflect the duties, responsibilities, and competencies considered necessary to perform the essential functions and duties of the position and should not be considered a detailed description of all work requirements. Duties are not listed in order of importance.

Fund Development

- Create, maintain, and update an annual fund development and events calendar
- Implement activities on the development calendar with assistance from the Executive Director and various board committees
- Work with Executive Director and various committees to determine reasonable expense and income projections for the annual development budget
- Serve as Campaign Manager for the Capital Campaign; work with the campaign cochairs and various board members to secure and steward gifts needed to complete the Girls Inc. building project
- Closely collaborate with the Executive Director and Events Committee to ensure promotion and success of the annual Celebration Luncheon, Signature Event, 5K and other fundraising and cultivation events
- Collaborate with the Executive Director to cultivate and engage current and potential individual donors; build trust with these supporters through effective stewardship efforts
- Seek out new relationships with local and non-local corporations/businesses and cultivate relationships with current business supporters
- Maintain professional and accurate donor records using a combination of Bloomerang donor tracking software and other databases; seek training when needed for new gift tracking methods
- Regularly assess the annual fund comparing its progress to the needs of the center; plan and implement special campaigns (major gifts, endowment, etc.) when needed
- Work with various grant proposal writers (both staff and volunteers) to ensure Girls Inc. is pursuing opportunities that match the mission and values of the center; support the work of these writers by providing needed information in a timely manner
- Develop content for Girls Inc. Wayne County's direct mail campaigns and other special mailings as needed

- Work with the Stewardship and Finance Committees to ensure that gifts are used properly and that supporters understand the effectiveness of their gifts
- Provide a monthly report to the Executive Director to be presented at the Board of Directors meeting; give updates about current and future efforts, and provide guidance on ways the Board can assist with fundraising efforts

Marketing and Communications

- Manage Girls Inc. Wayne County's strategic marketing and communications plan with assistance from the Marketing Committee and various volunteers/staff
- Drive all public relations planning and initiatives including: fielding media requests; writing press releases and Op-Eds; and fostering the appropriate media relationships across multiple channels
- Develop and execute integrated social media strategy for the organization, to include: the creation of related internal and external policies, increased audience engagement, and consistent messaging across organization's multiple social media platforms
- Ensure that all local marketing/branding follows national Girls Inc. guidelines
- Provide marketing and communications support to fund development special activities as needed including, but not limited to: the annual report, brochures, pamphlets, flyers, and other non-event specific materials
- Provide marketing and communication support for all special events
- Collaborate in the development, execution and awareness of Girls Inc. Wayne County's advocacy platform and initiatives
- Oversee the management of Girls Inc. Wayne County's website, including content, structure, and related projects

Knowledge and Skills

- Belief in the mission and vision of Girls Inc.
- Proven track record of successful individual, corporate, and event fundraising
- Exceptional written and oral communication skills; confident public speaking and presentation skills
- Exceptional organizational skills with attention to detail
- Demonstrated experience building and executing a strategic marketing and communications plan
- Outstanding interpersonal skills with an ability to connect with a variety of individuals in various roles
- Exceptional project management and planning skills
- Experience in developing and managing project and event budgets
- Understanding of traditional and social media
- Demonstrated ability to thrive in both a highly collaborative team environment and to work independently
- Ability to manage multiple projects simultaneously
- Preferred experience in Adobe Creative Suite, WordPress, and Microsoft Office

Education, Experience and Qualifications

- Bachelor's degree in communications or related field
- Must be able to pass a background check, health screening and drug test

Development Director

Date

Executive Director

Date