

Job Title:

Director of Development and Communications

Reports to:

Fox Valley United Way Executive Director

Position Summary:

The Director of Development and Communications plays a key role in our mission and vision by developing and maintaining strategic relationships with donors, foundations, corporations, and other stakeholders, with a focus on revenue generation. This individual is responsible for growing our donor base by effectively leveraging communications to drive revenue and influence stakeholder engagement. This may include cause-related marketing, corporate sponsorships, philanthropic partnerships, and fundraising events. This position requires an entrepreneurial professional with experience building these relationships and who will thrive in an outcome-driven environment.

JOB RESPONSIBILITIES: (Essential functions of the job)**Resource Development**

- Create and manage the implementation of resource development strategies and campaign goals to increase overall giving and annual revenues
- Conceptualize, develop, and implement effective giving strategies by identifying, contacting, meeting, presenting, and cultivating new and existing donors and sponsorships
- Secure grant opportunities with corporations and foundations
- Secure new and support current corporate campaign partners to engage their employees year-round through effective workplace campaigns, calls to action, and employee engagement
- Identify and secure annual corporate sponsorship that supports impact initiatives
- Manage and update the CRM database to maintain accurate donor data
- Manage and update donor receivables in the CRM database to maintain accurate financial records
- Access and analyze monthly CRM reports to measure donor activity and guide development strategies

Planned Giving and Endowment

- Research and identify best practice approaches for establishing planned giving and endowment initiatives

Communications

- Develop and oversee communication strategies to enhance visibility and improve donor and stakeholder engagement
- Communicate Fox Valley United Way's mission, vision, activities, and impact via bi-monthly newsletters, social media channels, website updates and press releases
- Design and implement stakeholder appreciation and recognition strategies
- Collect compelling, emotional stories that inspire and motivate community stakeholders, donors, community partners and volunteers to engage with Fox Valley United Way
- Create materials for publicity and promotion of activities and events

Fundraising Events

- Conceptualize, develop, and execute effective high level fundraising events and experiences with specific goals and objectives for increased revenue

- Secure sponsorships for high level fundraising events

COMPETENCIES:

To perform this job successfully, the incumbent should demonstrate the following competencies:

- Strategic Thinker – Ability to show progressive thinking, with an understanding of philanthropic trends and best practices in donor-centered fundraising
- Relationship Cultivation – Ability to engage and influence stakeholders. Ability to relate with a diverse group of individuals or organizations
- Teamwork Collaboration – Understands the importance of collective communication among the team
- Interpersonal Skills – demonstrates comfort in socializing professionally in both intimate settings and at larger social events
- Excellent verbal and written communication skills
- Adaptability – adapts to changes in the work environment, manages competing demands, and can deal with change, delays, or unexpected events.
- Self-sufficient – self-directed and takes the initiative on projects.

JOB REQUIREMENTS:

The incumbent must have a passion for working in a mission-driven organization.

Education:

Bachelor's degree in business, non-profit management, communications or marketing, or related field, or equivalent experience

Experience:

- Background raising revenue resources, with evidence of progressive growth
- Understanding of philanthropic trends and best practices in donor-centered fundraising
- Excellent relationship cultivation skills, ability to engage and influence stakeholders
- Background in communications or marketing
- Background in coordinating fundraising events

Salary Range:

\$73,000 + depending upon experience

Flexibility to work occasional night or weekend hours is required to complete FVUW activities and events successfully.

DISCLAIMER:

This job description is intended to convey the essential functions of this position, and it is not intended to be an exhaustive list of skills, duties, responsibilities, or working conditions associated with the position.