

**Status**: Exempt

# Development Director

## Definition

The Development Director is responsible for developing, implementing, managing, planning, directing, and coordinating fundraising activities and overseeing the department’s marketing activities. Identifies and implements donor cultivation and solicitation strategies while working closely with Missoula Aging Services (MAS) Management, Governing Board, Staff, and Volunteers.

## Essential Duties

*(The following are intended to illustrate typical duties; they are not meant to be all inclusive or restrictive)*

1. In coordination with the CEO & Governing Board designs, implements and maintains a sustainable, structured fund-raising and marketing program in keeping with the Agency's mission.
2. Provides direction to the overall agency fund development and creates annual fund development plan.
3. Provides oversight to the overall marketing efforts and in conjunction with staff, create the annual marketing plan.
4. Identifies, defines, and secures financial resources for the Agency. Cultivates new donor relationships and maintains connections with current and past donors. Represents the Agency in meetings with prospective donors. Explores strategies for packaging and marketing programs to attract philanthropic support. Maintain portfolio of major donors, meeting and exceeding metrics related to donor visits and proposals, as set by the CEO.
5. Oversees the Agency’s planned giving program which includes solicitation of long-term donors for planned and estate gifts, donor recognition and stewardship. Develops meaningful recognition for planned giving donors that strengthens relations and brings appropriate desired visibility to individual donors.
6. Track naming opportunities and plan for appropriate donor recognition opportunities.
7. In conjunction with the Administrative Services Team use Donor Management software to track and analyze donor information and fundraising results.
8. Coordinates donor cultivation and stewardship efforts in partnership with the CEO and Governing Board. Maintains regular communication with donors and prospects to increase awareness of Missoula Aging Services’ programs and services. Establishes and maintains cooperative working relationships with staff members, Governing Board, and stakeholders to identify avenues of economic support for programs/projects.
9. Prepares and interprets reports from the donor tracking system to analyze and summarize fundraising data; conducts evaluations of fund development projects. Maintains knowledge about the internal and external environment as it relates to aging issues and fund development.
10. Works with the CEO, CFO, and program directors in identifying business growth opportunities in the local market.
11. Works with the CEO, CFO, grant writer and program managers in identifying grant opportunities, editing, writing grants, proof reading and completing grant reports where assigned.
12. Working in conjunction with the program directors is responsible for assuring compliance with the terms and conditions of all grants, restricted contributions, and endowments.
13. Serves as the lead in organizing special events for the agency.
14. Oversees electronic communications including website, mass email communications, online crowd funding campaigns, online banner ads and social media.
15. Maintains the confidentiality of information relating to donors and prospective donors.
16. People Management
    1. Manages staff within the development and communications department
    2. Interviews, hires, trains, and motivates staff.
    3. Assess the needs of staff supervised for ongoing training and development and provide support for staff to meet training and development goals.
    4. Provides leadership and manages the work of others including performance appraisals, assignment of activities, training, coaching, recognition, and discipline.
17. Relationships
    1. Establishes and maintains cooperative working relationships within the agency and with outside organizations and individuals.
    2. Represents MAS in the community by attending and participating in meetings, events, media opportunities and special programs, as appropriate.
    3. Enthusiastically fosters a culture of philanthropy both internally and externally.
18. Member of the Leadership Team
    1. Communicates program needs and progress toward goals to Leadership Team.
    2. Presents issues for decision making to Leadership Team.
    3. Problem solves with members of the Leadership Team.
    4. Review policies and provides input into joint decision-making.
19. Budget
    1. Provides input to support budget planning process for fund development and marketing.
    2. Manages fund development and marketing expenses within budget.
20. Support to Chief Executive Officer
    1. Assists with assigned duties as requested.
    2. Provides research and data as requested.
    3. Provides support during fundraising campaigns.

Provides reports to Board as requested.

Serves on the Advancement Committee and participates in the Finance Committee.

1. Model’s positive leadership: Fosters teamwork and collaboration; cultivates open communication; acts as a catalyst for change and continuous improvement; encourages and empowers others to achieve.
2. Performs related duties as assigned.

**Supervision Received**

Works under the general direction of the agency’s Chief Executive Officer.

## Supervision Exercised

Direct supervision includes PR & Marketing Manager and the Development Officer. May supervise other paid or nonpaid positions as assigned.

## Working Relationships

The work entails interacting with Missoula Aging Services Governing Board and varied employees as well as others such as representatives of the news media, diverse professionals, various government and private industry officials, staff and constituents of community-based organizations, community leaders and others in the general public. Work is performed within a team environment.

## Physical/Mental Demands & Working Conditions

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is intermittently (less than 15% of the time) required to walk, stand, bend or stoop, kneel or squat, lift or carry 5 to 25 pounds, and distinguish colors. The employee is intermittently exposed to driving on streets, staying overnight away from home and driving a vehicle. The employee is required to frequently (45% to 70% of the time) use repetitive movement, hear normal conversations, and speak. The employee must be able to continuously (over 70% of the time) be able to sit, keyboard and use clear close vision (under 20 inches). The employee occasionally (15% to 45% of the time) works alone and with frequent deadlines. The employee continuously (over 70% of the time) works with high attention to detail. Work requires exposure to multiple disagreeable elements, none of which are of greater than moderate intensity, on an intermittent basis (less than 15% of the time). A combination of work in an office setting, movement throughout the Agency and moderate travel for donor visits and to advance the Agency’s fund development efforts. Use of a personal vehicle is required. Employee must maintain a valid MT driver’s license and vehicle insurance as required by MT law.

**Qualifications**

*Knowledge:* Considerable knowledge of fund development activities including donor prospecting, cultivation and solicitation, annual campaigns, major gifts, online giving, special events, capital campaigns, planned giving, and grant writing. Working knowledge of marketing principles and practices including providing support to marketing campaign development, branding and all communication channels i.e., print, TV, radio, and electronic/social media. Working knowledge of general management principles and practices. Working knowledge and understanding of aging issues and trends.

*Skill:* Proven skill in organizing people and fund development programs. Proven skill in public relations, communication, and development planning. Considerable skill in leading and working with diverse groups and individuals. Proven skill in the use of personal computer and Microsoft Office software programs. Considerable skill in using Donor Management software programs. Considerable skill in interpersonal relations, including written and oral communication. Considerable skill in program development, implementation, and evaluation. Demonstrated skill in project management, journalism/ storytelling, and marketing. Skilled in website management and trouble shooting.

*Ability**:*Ability to work within a team based, cross functional environment; ability to successfully interact with a wide range of individuals and organizations of diverse backgrounds and viewpoints. Proven ability to secure major gifts and motivate others to do the same. Ability to work with individual donors and volunteers. Ability in time management and workload prioritization to meet competing deadlines and organizational goals.

*Education and Experience:* The preferred knowledge, skills and abilities described below are typically acquired through a relevant bachelor’s degree (e.g., public administration, non-profit management, business administration, communications, marketing) and 7 years of progressively responsible fundraising and donor management experience *OR* a suitable combination of education and experience. Volunteer work may be considered in evaluating work experience. Certified Fund-Raising Executive (CRFE) designation preferred.

**Competency**

*Professionalism:* Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

*Quality:* Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

*Quantity:* Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.

*Safety and Security:* Observes safety and security procedures; Reports potentially unsafe conditions; Uses equipment and materials properly.

**Personal Attributes**

It is essential for this position to be open-minded and flexible regarding work to be performed. This position will require a great amount of self-motivation, self-directedness, and discipline. Must be able to work and perform under moderate to high pressure. A high level of organizational skill is necessary in receiving and prioritizing projects and clients. Must be willing to assist other team members as needed without direction to do so. Teamwork and flexibility are essential to this position and to the Agency.

It is essential that the person in this position understands the policies and procedures set out by management, and work as a team member for the good of the Agency. This position may be cross trained in other areas of the support staff duties.

**I understand that this job description is presented as a matter of information only and nothing contained in this job description shall be construed as an agreement or contract of employment between Missoula Aging Services and the employee.**

**I acknowledge receipt of job description and have read and understand the duties outlined above.**

**Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Supervisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program Director Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR Director Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_