



Keeping families close®

**Ronald McDonald House Charities of Eastern North Carolina, Inc.
Job Description**

Title: Director of Development

Reports to: Executive Director

Directs: Finance Coordinator, Administrative Coordinator

Job Status: Full-Time, Exempt, Hours: 40/week

Last Revised: January 2023

POSITION SUMMARY: The Director of Development (DOD) is responsible for resource development, individual and corporate gifts, outside community relations, planning and executing special events, planned giving; external relations; and board relations support. The DOD works alongside with the Development Department on all fundraising and marketing efforts. As a member of the senior leadership team, the Director of Development will not only work to achieve the organization's fundraising goals, but also assist in providing a strategic vision for the organization as a whole including the areas of Marketing and Communications, Volunteers, and Operations/Programs.

POSITION QUALIFICATIONS:

1. Bachelor's degree or higher.
2. 5–10 years of experience in fundraising, administration and managing people with a personal commitment to working in a non-profit organization.
3. Professional, in both appearance and demeanor.
4. Able to perform basic life operational skills of walking, fingering, grasping, talking hearing and repetitive motions.
5. Able to lift and move objects weighing 30 lbs.
6. Visual acuity to operate a computer terminal and read extensively.
7. CFRE (certified fundraising executive) is a plus.

ESSENTIAL FUNCTIONS/KEY RESPONSIBILITIES:

The Director of Development (DOD) is accountable for the following areas. This may require management and/or partnership with other key team members to ensure execution of related tactics. In addition to

carrying a portfolio of individual donors, this position oversees all functions related to development and advancement including team management, goal setting, annual planning, and community communication activities. Specific responsibilities include:

- In partnership with the Development Department propose plans that include external (community/donors/etc.) marketing tactics and internal (board) awareness tactics. You should be able to consider key communication channels we own like our website, social media, traditional media outreach, our email newsletter, etc.
- To meet and exceed annual and 3-year development/fundraising goals. Share with entire team.
- Ensure departmental alignment with organizational strategic plan.
- Directly manage portfolio of individual donors contributing \$1,000+ annually.
- Expand stewardship efforts to include individual stewardship plans for top donors/partners- work alongside with the Development Department. Oversee the acknowledgement of gifts/donations.
- Organize individual donor campaigns including annual donors, direct mail and Board of Directors.
- Support the Executive Director in high level solicitations and other development needs.

MANAGEMENT AND PLANNING:

- Serve on RMHC-ENC leadership team as a strategic leader with shared responsibility for the health and growth of the organization.
- Manage Development Team staff members, interns, and committee volunteers.
- With each team member, set individual goals and objectives; conduct quarterly and annual reviews.
- Develop and execute a comprehensive fundraising plan and program to sustain and annually increase charitable funding. Includes strategies for major gifts, corporate gifts, annual fund, special events, direct mail, foundation/corporate grants, and planned giving.
- Plan and direct prospect identification, cultivation and solicitation of major constituencies (Long-time donors, Friends of RMH and other individuals, corporations, foundations, civic and church groups.)
- Monitor the organization's fundraising database, software, and support system to ensure high-level record-keeping and reporting. Oversee and support writing grant proposals. RMHC RADAR entry
- Assist with the development of the Annual Operating Budget and ensure adherence to the approved budget spending.
- Stay knowledgeable about emerging issues, trends and opportunities in philanthropy in general and in the geographic service footprint of RMHC-ENC.
- Keep current with successful fundraising practices within RMHC Global and other RMHC organizations.
- Ensure social media, online giving and sustainer giving is utilized to secure increased support.

ESSENTIAL DUTIES:

1. **Development/Fundraising:** create and implement a development plan broken into three components: FAF, Special Events and Planned Giving.
2. Participate in all aspects of fund-raising projects, developing new projects as necessary to reach fundraising goals. Provide staff support to all major fund-raising events.
3. Screen requests from outside groups that wish to do third-party fund-raising events for the House and assist with the implementation of the events as necessary.
4. Help prepare the annual applications for the NC Solicitation License (work with Finance on this), the SECC, and the CFC, as needed.
5. Fundraisers should be documented thoroughly. A running log should be kept of each fundraiser held, the time involved, the monies received, the contact's name and address, etc. For some off-site fundraisers we need to add a rider to our insurance policy in order to have appropriate coverage. Information must be submitted to the insurance company to insure this coverage. See the Executive Director for the forms/information.
6. **External Relations and Events:** Establish and cultivate a relationship with the local media. Keep media informed about RMHC-ENC through press releases and encourage media coverage. Help produce material annual report, and similar publications (work with Marketing on these). Coordinate participating in speaking engagements as needed to inform the community about RMHC-ENC.
7. **Supervision:** Trains, supervises and evaluates the Administrative Coordinator and the Finance Coordinator (our Board Financial Advisor can help with this position training) along with the ED. Supervises event volunteers, and Development Interns as needed.
8. **Board of Directors/Committees:** Attends meetings (when needed) of the Board of Directors, presenting reports detailing development and advancement opportunities. Serves as the primary staff liaison to the Development, and Strategic Planning Committees.
9. **Other:** The position will be trained to handle everyday "House" operational tasks such as checking families in and out, answering phones and the door, and House coverage and will be expected to help in that area as needed.

ATTRIBUTES AND ABILITIES:

- Effectively present information and speak before board members, groups of employees, prospective donors, outside consultants and respond to questions/comments from the same.
- Strong project management and interpersonal skills. Work independently and be a self-starter.
- Ability to plan, organize, multi-task and give attention to detail. Ability to work in a cross-functional, fast-paced work environment.
- Ability to think strategically and implement teamwide with clarity and alignment. Be a visionary, and agile with an unwavering commitment to the mission.
- Demonstrated ability to lead fundraising teams.
- Proven track record in major gifts fundraising.
- Excellent writing and presentation skills.
- Proficient computer skills including Excel, Word, Power Point, and donor database software.

- Deep experience in program budgeting and fiscal management and a broad understanding of strategic development and planning, business analysis, finance and information systems.
- Demonstrated capacity for creating and maintaining strong, positive relationships and for cultivating a caring and equitable environment for our staff, volunteers and most importantly our guest families.
- Strong leadership ability and team orientation. Outstanding communication skills and able to communicate with enthusiasm.

Note: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Employees must have the ability to satisfactorily perform the essential functions of the job.

I have reviewed the Job Description and I understand the performance expected. I understand that it may be periodically necessary to perform other duties as assigned by my supervisor or our Board of Director's. I also understand that it is my responsibility to report any alleged or suspected abuse as per agency policy and procedures. I have received a copy of this Job Description.

Accepted: _____
Employee Date

Approved: _____
Supervisor Date

The purpose of the Ronald McDonald House of Eastern North Carolina's Job Descriptions is to describe the basic function, major responsibilities/tasks and essential functions of each position so that employees can better know what is expected of them. The description also provides information useful for recruiting, training and performance appraisal. This document does not create an employment contract, nor does it modify the at-will employment status of all employees. A Job Description is not meant to inhibit employee creativity or innovation. The description will be revised as job responsibilities change.