

## **CHILDREN'S ADVOCACY CENTER OF THE BLUEGRASS POSITION DESCRIPTION**

Position Title: Development Director  
Reports To: Executive Director  
Updated: January 20, 2016

### **GENERAL DESCRIPTION**

The Development Director will play an important role as a senior staff member helping to formulate overall plans and strategies around how the agency sustains and grows funding for the near and long-term. Reporting to the Executive Director, the Development Director will be responsible for assisting the Executive Director in achieving the Center's fundraising goals and engaging sponsors in ongoing service activities. This includes leveraging key relationships and contacts within and outside of the organization to meet revenue goals.

The Development Director is responsible for working in conjunction with the Executive Director to create and implement fundraising strategies for annual giving, major gifts, planned giving, special events, and donor research and cultivation. Additionally, the Director will work closely with the Executive Director and CAC Board Members to implement a comprehensive plan for cultivating philanthropic support. The Director will oversee the development and implementation of fundraising policies and procedures, database management, and gifts receiving and acknowledgement. The successful candidate will forge new relationships to build the CAC's visibility, impact, and financial resources.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Strategic Resource Development**

- Work with the Executive Director to craft short and long-term fundraising goals
- Develop and execute the organization's fundraising plans
- Establish, interpret, implement, and monitor adherence to organizational policies and procedures for seeking, receiving, and acknowledging private gifts
- Provide leadership and consultation to program staff members writing public and private grants
- Ensure expectations are exceeded in the functions of database management and donor communications, including acknowledgment letters
- Create and lead the overall resource development strategy for individuals, corporations, and foundations, including major prospect cultivation, planned giving, and special events
- Seek out and develop innovative funding partnerships
- Work with the Executive Director to plan and coordinate special fundraising events, including Annual Gala and hosted conferences

#### **Annual Giving, Major Gifts and Campaign Implementation**

- In partnership with the Executive Director, plan, coordinate, and manage special campaigns and major gifts fundraising programs for the Center
- Create annual plans related to the retention, reactivation and acquiring of individual donors
- Assist with the development of and implementation of a successful annual fund development plan to meet revenue needs of the Center
- Analyze past annual campaign lists for accuracy and for development of a strong annual campaign list
- Manage creation of innovative and responsive annual campaign mailer and newsletters

### **Board Commitments, Stewardship, and Engagement**

- Work with the Executive Director and Board to develop board member commitment forms and evaluate board member financial commitments annually
- Along with the Executive Director, meet with individual board members to engage, steward and help the organization make additional connections to their communities, companies and friends
- Provide board members, staff, and volunteers with consultation and assistance on effective fundraising methodologies and processes, research data, resource materials, orientation and training, and educational opportunities to increase their potential for fundraising success

### **Donor Stewardship Plans**

- Create plans that increase philanthropic giving from individual donors, organizations and corporate partners
- Create a strategy for identifying and cultivating prospective individual and corporate donors
- Manage the cultivation of a portfolio of donors and prospects
- Cultivating donors and matching donor interest with Center needs with the ultimate goal of engaging donors on a deeper level
- Manage and support board member relationships with prospective donors
- Create and implement a strategy for encouraging donors, board members and volunteers to make planned gifts to the Center
- Manage the cultivation of a portfolio of donors and prospects that have indicated they would like to make a planned gift to the organization

### **Public Relations and Marketing**

- Communicate a positive image of the organization to build confidence and trust with stakeholders and the public. Work to build and maintain support for the organization at the highest levels through collaborative partnerships and visible leadership
- Write or update marketing and donor materials to promote resource development
- When necessary, represent the organization at public events and make presentations to donor groups, civic groups, and other special events

### **QUALIFICATIONS AND SKILLS**

- Bachelor's degree earned from an accredited university and three to five years of progressively responsible experience in development. Knowledge of child abuse issues helpful
- Dynamic and self-motivated individual with strong organizational skills and attention to detail
- Exceptional written, oral, and public communication skills with the capacity to engage multiple and diverse constituencies
- Skilled in MS Office programs (Word, Excel, and PowerPoint) and fundraising software (Raiser's Edge, Trailblazer, etc.)
- Individual should be creative, resourceful, detail-oriented, and flexible, possessing a positive attitude, tact, good judgment, cultural sensitivity, and the ability to work well as a team member with staff, community professionals, and volunteers
- Ensure accuracy and confidentiality in all work

### **To Apply**

Send cover letter and resume to:

Winn Stephens  
Executive Director  
Children's Advocacy Center of the Bluegrass  
162 North Ashland Avenue  
Lexington, KY 40502