



POSITION TITLE: Fund Development & Outreach Director

FUNCTION:

- To work in collaboration with donors, volunteers and staff to develop and mobilize financial, human and material resources needed to achieve annual and long-term agency fundraising goals.
- To oversee development and implementation of all agency public relations, marketing, and communications strategy.
- To provide oversight of agency Outreach programs & activities.
- The Fund Development & Outreach Director is a member of the Management Team and is responsible for participating in short and long-term planning to accomplish agency goals and fulfill the agency mission.

REPORTS TO: Executive Director

JOB CLASSIFICATION: Full Time, Exempt

QUALIFICATIONS:

- Bachelor's degree or equivalent in business, marketing, public relations, or related field; and two or more years of demonstrated experience in nonprofit and fundraising activities.
- Well-developed organizational skills.
- Demonstrated experience with donor database input; analysis, research and report writing skills with a focus on detail. Experience in Bloomerang database preferred.
- A high level of proficiency with Microsoft Word, Excel, Outlook, and other office software.
- A proven record of success in managing multiple tasks and responding to a variety of needs.
- Demonstrated ability to compose and/or edit personalized correspondences, articles, and reports.
- Strong verbal communication and relationship building skills.
- Supervisory experience preferred.
- Current Alabama Driver's license and insurance.

ESSENTIAL FUNCTIONS MAJOR/RESPONSIBILITIES:

1. Develop, Implement and Coordinate Agency Fundraising Strategy and Activity
 - Work with Fund Development Committee and the Executive Director to create and implement the agency's Annual Fundraising Plan.
 - Coordinate and manage annual "Friends" campaign & annual fundraising event with respective volunteer committees, including the development of case for support, timeline, collateral, and videos.
 - Conduct prospect research and establish and cultivate individual and corporate donor relationships.
 - Work with the Birmingham Jewish Foundation on donor development and stewardship of agency endowment funds.
 - Responsible for donor software oversight, including but not limited to data entry; maintenance; ongoing reports and data analysis.

- Reconcile fundraising results with financial records on a periodic basis.
 - Oversee all agency gift acknowledgement and stewardship practices.
 - Maintain an appropriate level of confidentiality and uphold the ethics and standards of the fundraising profession.
2. **Oversee & Manage Agency Marketing & Communications including:**
 - Develop & implement an Annual Marketing Plan
 - Supervise Marketing & Communications staff in production of monthly newsletter, mail, and email campaigns; media outreach, resource referral marketing and advertising; agency website and social media platforms; collateral materials and videos.
 - Conduct data analysis to evaluate and measure success.
 3. **Management of Outreach programs**
 - Manage and oversee all volunteer & outreach programs including but not limited to Senior Grocery Initiative, Food Drives, and Board of Directors Annual Meeting
 4. **Supervision of Staff**
 - Provide supervision of all development and outreach staff including Volunteer Coordinator; Marketing/Communications Staff; and Development & Outreach Administrative Assistant
 5. **Community and Agency Leadership**
 - Represent the agency in community.
 - Market programs and services as needed.
 - Participate as member of senior management team to set direction and strategy for the agency.
 6. **Additional duties as assigned by the Executive Director.**