

**POSITION TITLE:** Development Director

**SALARY LEVEL:** DOE

**FLSA STATUS:** Exempt

**REPORTS TO:** Executive Director

**HOURS:** Monday through Friday - occasional evenings and weekends

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**SUMMARY:**

Part of Vanessa Behan's senior leadership team, The Development Director is directly responsible for securing the necessary financial resources for the organization to carry out its mission while leading the Development Department. This includes managing new and existing relationships with Vanessa Behan partners, developing and following internal process for face-to-face visits, showing Vanessa Behan's impact and presenting opportunities to invest. Other responsibilities include setting and meeting budgeted revenue goals, supervising development team and other staff, and the implementation and evaluation of fundraising strategies. The Development Director interacts at a high level with the Board of Trustees.

**PRINCIPAL ACCOUNTABILITIES:**

Major Gifts

- Set-up and conduct face-to-face visits with qualified and existing prospective partners using the established messaging and presentation process. Present opportunities to invest and ask for financial commitments in order to meet budgeted major gift revenue.
- Plan, edit, and develop messaging and the presentation process as necessary to meet the ongoing needs of the organization.
- Steward relationships of existing supporters, working to maximize their investments to Vanessa Behan resulting in increased giving of existing supporter's year over year.
- Establishes and maintains new major funding sources (i.e. annual giving program, direct mail campaigns, events, etc.).
- Secure sponsorships for events and fundraisers in conjunction with Grants & Stewardship Coordinator, and other partners as necessary to meet sponsorship revenue targets.
- Ensure timely follow-up and maintain complete records and documentation on all visits. Report on visits, and sales pipeline, monthly to Executive Director and Board of Trustees.

Community Engagement

- Cordially and effectively work with staff, volunteers, sponsors, supporters, and the media to share Vanessa Behan's story, mission, vision and impact stories to large groups and on tours as necessary.
- Consults with relevant staff and/or volunteers to design and implement support and volunteer recognition programs.
- Keep abreast of new developments and trends in fundraising, and other related areas, and make necessary recommendations based upon those trends.
- Establishes and maintains positive relationships within the community including planned giving professionals such as attorneys and trust officers for development and public relations purposes.



#### Team Leadership

- Oversees all aspects of marketing and external communications, and communications planning. Including website, social media, e-mail and direct mail in conjunction with the Marketing and Events Coordinator.
- Provides leadership and insight around grant submission and foundation proposals.
- Supervises the development, implementation and evaluation of fundraising events, ensuring they are in accordance with organization philosophy and meet/exceed budgeted revenue targets.
- Create and manage an annual development plan with associated goals and metrics, and an annual department budget including all expense and revenue projections.
- Supervise all development staff with support from the Executive Director.
- Oversees the maintenance and training of donor database/CRM software. Develops best practices for use of software and ensures all donor files are up to date.

#### Teamwork & Core Values

- Submits monthly reports on activities and Development Department efforts to Executive Director, and Board of Trustees.
- Understanding, commitment, and application of Vanessa Behan's core values (excellence, humility, passion, and relationships) resulting in positive feedback about work from leadership, peers, volunteers, and outside constituents.
- Develops strong working relationships with staff, volunteers, board members, vendors, and supporters to further the organization's mission and fundraising goals.
- Promptly communicates with leadership team regarding challenges.
- Other duties may be assigned to support the mission of Vanessa Behan.

#### **PHYSICAL REQUIREMENTS:**

- These requirements are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable an individual with disabilities to perform the essential functions:
  - Regularly standing, walking, sitting, listening, talking, and using hands and fingers, while occasionally climbing or balancing, stooping, kneeling, crouching, crawling, and reaching with hands and arms
  - Ability to lift up to 25 pounds
  - Specific vision requirements include close vision and the ability to adjust focus.

#### **WORKING CONDITIONS:**

- Work is general performed in an office environment with a quiet to moderate noise level. When attending special events, employee may be exposed to a variety of outdoor weather environments and noise levels. Occasional travel is required.

#### **REQUIRED KNOWLEDGE, SKILLS, ABILITIES:**

- Ability to train and supervise employees.
- Skilled in organizing, prioritizing, and scheduling work assignments for self and subordinates.
- Strong communication skills and the ability to work effectively with a wide range of constituencies within our community.
- Experience with budget preparation and fiscal management.
- Ability to examine and re-engineer operations and procedures, formulate policy, and develop and implement new strategies and procedures.
- Must have effective written and verbal communication skills and work effectively with cross-departmental teams.
- Must have the capability to maintain attention to detail.



Vanessa  
Behan

## Position Profile

### **MINIMUM REQUIREMENTS:**

- Requires Bachelor's degree in business, marketing, public relations, communications, or related field or equivalent work experience.
- Minimum 5 years fundraising or sales experience that demonstrates revenue and relationship growth.
- Experience with all aspects of non-profit marketing, communications, storytelling, and event management a plus.
- Requires computer literacy in Microsoft Office Non-Profit CRM systems (DonorPerfect preferred).
- A high degree of interpersonal skills and ability to interact positively with many different types of personalities and work styles.