

UNITED CEREBRAL PALSY OF SAN JOAQUIN, CALAVERAS & AMADOR COUNTIES

JOB DESCRIPTION

TITLE: DIRECTOR OF DEVELOPMENT & MARKETING

REPORTS TO: Chief Executive Officer

POSITIONS SUPERVISED: Social Media/Marketing Associate

FLSA STATUS: Exempt

WORK HOURS: Full-time, Salaried

Department: Administration

SUMMARY: The Director of Development and Marketing will provide leadership and management of the direction, planning, and execution of fundraising, marketing and development-related activities for United Cerebral Palsy of San Joaquin, Calaveras and Amador Counties.

This will include, but is not limited to, major gift fundraising, development of an annual fund program, corporate and foundation giving, and annual fundraising events. Some supervision of staff and volunteers is also expected.

QUALIFICATIONS:

- Bachelor's degree or equivalent degree in marketing, communications, humanities, social services or other related field. Advance degree preferred.
- Five years of full time, progressively responsible fundraising experience, including three years of major gift (\$25,000 and above) fundraising experience.
- Demonstrated success and evidence of ability to plan and execute a fund drive.
- Strong organizational and time management skills.
- Leadership, management, and administrative skills that motivate and build professional support staff competencies.
- Strong communication skills including ability to write and speak persuasively about UCPSJ and its programs.
- Effective use of electronic media including websites and social media platforms to assist in building identity and following for an organization.
- Willingness to work evenings and weekends. Some travel required. Must have a valid driver's license.
- Familiarity with constituent/donor database applications.
- Demonstrated knowledge of planned giving.
- Experience working with nonprofit service organizations.
- Demonstrated success in activities to coordinate, attract, and close major gift funding support for a large non-profit organization, including face-to-face solicitation of gifts of \$25,000 or more.
- Demonstrated senior leadership with strategic, policy, and budget planning experience in complex organization.

- Demonstrate ability to read, analyze and interpret policies, procedures, legal and financial reports. Ability to present information and communicate with all level of agency and stakeholders. Ability to respond to internal and external stakeholders utilizing superior oral and written communication skills.
- Demonstrate ability to develop and comprehend budget and related financial reports.
- Demonstrate strong computer literate skills and knowledge in – DonorPerfect; Microsoft Word, Outlook, PowerPoint, Excel and other related software programs.
- Must maintain a CA driver's license and be insured to drive in California

COMPETENCIES

- Sufficient professional stature to interact with local, state and national agencies.
- Knowledge of the principles of social agency administration
- Knowledge of human behavior and motivation
- Knowledge and understanding of habilitation of persons with disabilities
- Knowledge, skills and abilities with non-profit operations, business development and fundraising
- Strong knowledge, skills and abilities to develop, manage and execute a strategic fund development plan and budget
- Must possess dynamic interpersonal and leadership abilities
- Must possess strong knowledge of team building
- Must possess ability to think and operate strategically
- Provide forward and creative thinking in positioning the agency for long term growth
- Ability to work effectively in a complex environment

DUTIES:

- Developing and implementing strategic fundraising plans
- Planning, developing and executing strategies for obtaining private donations; identifying, cultivating and soliciting major gift prospects (individuals, corporations and foundations)
- Providing stewardship in recognition of donor philanthropy
- Identifying and utilizing resources including volunteers, staff, publications, social media, and the internet to identify linkage, ability and interest of major gift prospects.
- Supervising systematic efforts to identify, solicit, steward, maintain and upgrade annual giving donors
- Providing for ongoing promotion of planned giving opportunities; overseeing, managing and/or planning fund development events
- Collaborating with UCPSJ staff and board members and/or outside experts in completing gift arrangements which require tax or estate planning
- Managing annual and special campaigns, corporate and foundation support, major and planned giving
- Coordinate, track and maintain DonorPerfect records, prospect profiles and research, and related databases and files related to new and existing donors and prospects
- Providing leadership for all external relationship-building with a variety of constituencies; working with volunteers and others to identify linkage, ability and interest of major gift prospects; assisting UCPSJ leadership in non-duplicative efforts to identify sources and prepare proposals to government, corporations, foundations and private granting agencies
- Leading the strategic planning for communication activities that support relationships between UCPSJ and its external constituents, such as board members, customers, parents/family members of customers, existing donors, and friends to support private giving to UCPSJ
- Conducting community relations campaigns within a specific geographic region (San Joaquin, Calaveras and Amador Counties)
- Facilitating luncheons and tours of UCP for key prospects; assisting with strategy, planning, and execution of high-profile special events

- Must be reliable and consistent with attendance and punctuality to work
- Establish and maintain good working relationships with United Cerebral Palsy staff, Board of Directors, volunteers, customers and all external stakeholders
- Keep Supervisor informed, on a regular basis of activities, progress, concerns
- Perform other duties as assigned to ensure the smooth operations of UCP

PHYSICAL DEMANDS:

They physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job the employee is regularly required to:

- Sit for prolonged periods of time
- Use hands to finger to handle or feel
- To talk and to hear others

While performing the duties of this job the employee is frequently required to:

- Reach with hand and arms
- Ability to lift up to 50 lbs
- Stand, walk, climb, balance and to drive

Specific vision abilities required by this job include close vision, distance vision and ability to adjust to focus requirements.

I understand the requirements of my positon and the method of evaluating my performance.

Employee Signature

Date