



## **Position Description Director of Development**

**Position Summary:** The Director of Development is responsible for planning, directing and the implementation of HomeAgain's fundraising strategies, which includes: Building HomeAgain's base of individual donors; maintaining relationships with and soliciting corporate and foundation donors; supervising the writing of grants; and conducting special event and online fundraising. HomeAgain is a valued member of the Greater Richmond Continuum of Care for the Homeless and manages a complex service delivery system designed to address and end homelessness. The mission of HomeAgain is to assist families and individuals experiencing homelessness to secure and maintain a home, again. Working with the Executive Director and Board leadership, the Director of Development will be responsible for engaging board members, increasing awareness of HomeAgain's mission in the community, and leveraging key relationships to ensure that the organization's annual revenue targets are met. In addition, the Director of Development will monitor and report fundraising progress, oversee the maintenance of donor databases, coordinate strategic communications and lead the organization's use of social media.

**Reports to:** The Executive Director

**Supervises:** The Development Specialist and a VISTA Volunteer

### **Key Responsibilities:**

#### Fundraising

- Work with the Executive Director and Board leadership to develop and update an annual Development Plan designed to provide HomeAgain with sufficient funds to sustain the organization;
- Manage all strategies and activities for donor cultivation, solicitation, and building of relationships as set forth in the annual Fund Development Plan;
- Design, implement and manage all fundraising activities for HomeAgain, including annual fund campaign, corporate solicitations, special events and related solicitations, to ensure that HomeAgain reaches its annual goals for contributed funds;
- Maintain contacts with foundations, corporations, religious and civic organizations and government funding sources, develop and submit grant proposals, and provide grantors with timely reports on use of funds;
- Secure resources to plan and execute a capital campaign should the need be justified; and
- Develop a comprehensive planned-giving program when such an initiative becomes appropriate;

#### Donor Relations

- Ensure that donors are kept up-to-date with HomeAgain activities and events through social media and regularly published communications;
- Organize an annual Donor Appreciation event;
- Lead public relations, marketing, and social media initiatives designed to increase awareness of HomeAgain's mission, programs and value to the community; and

- Work with the Executive Director, staff, and consultants to develop effective communications strategies for HomeAgain that include publications, newsletters, website, social media and the Annual Report to promote the organization and lead to the success of fundraising initiatives.

#### Board of Directors

- Works with the Executive Director and the Fund Development Committee of the Board to develop strategies to initiate and meet aggressive fundraising goals;
- Develop and conduct fundraising training for Board of Directors and other leadership volunteers;
- Assume responsibility for providing monthly and annual fundraising reports to the Executive Director and Board of Directors
- Assist the Board by researching potential new major donors and recommending strategies for engaging those donors; and
- Observe appropriate professional boundaries with Board members, donors and others.

#### Leadership

- Function as part of HomeAgain's Senior Management Team
- Provide leadership and supervision to the Development Specialist;
- Oversee the coordination and engagement of volunteers, ensuring that HomeAgain's volunteer constituents remained fully engaged with the organization;
- Oversee the management of the AmeriCorps/VISTA program that is directly supervised by the Development Specialist.
- Supervise the Development Specialist in maintaining donor and gift record-keeping and work collaboratively with the Finance Team to ensure proper gift recording; oversee management and maintenance of the donor database, ensuring the timely and accurate input and retrieval of data; and
- Manage and oversee the acknowledgement of all cash and in-kind gifts to donors

#### Qualifications:

- A minimum of 4 years of progressive professional fundraising experience in nonprofit organizations.
- Bachelor's Degree in Business, Marketing or related field; CFRE desirable.
- Thorough understanding of the not-for-profit environment as demonstrated by having contributed positively to successful fundraising efforts in one or more nonprofit organizations.
- Experience in developing and maintaining positive and productive working relationships with executive leadership, board members, staff colleagues and donors.
- High level of computer literacy and the ability to successfully manage and maintain a donor database
- Excellent verbal and written communication skills, including the ability to write to a variety of audiences (i.e. grants, donor acknowledgements, etc.)
- Ability to lead and work collaboratively as part of a team.
- Basic knowledge of homeless services and the role that housing plays in the lives of families and individuals considered to be a plus.