



## Position Description

|               |                      |                 |                       |
|---------------|----------------------|-----------------|-----------------------|
| Job Title:    | Development Director | Position Type:  | Full-Time             |
| Salary Range: | \$85,000 - 110,000   | Classification: | Exempt                |
| Location:     | Dayton, OH           | Reports To:     | CEO                   |
|               |                      | Supervises:     | 3 FT Exempt positions |

### Job Description

#### Position Summary:

Supports the Mission, Values and Service Standards of Ronald McDonald House Charities (RMHC) of the Miami Valley Region, Inc. The Development Director is responsible for the planning and implementation of the Chapter's comprehensive development program. This includes developing the strategic direction of the fund development activities of the Chapter. It is the Development Director's primary responsibility to increase the number of donors and dollars to assure effective, efficient operation of the Chapter and to maintain excellent donor stewardship. The Development Director oversees the departmental staff by setting goals, monitoring work and evaluating results to ensure that departmental goals and operating requirements are met and are in line with the needs and mission of RMHC.

Essential Duties and Responsibilities are as follows, other duties may be assigned as needed.

#### Fund Development

- Annual Development Plan - Create and implement the Chapter's annual development plan with input from the CEO and Board of Trustees, aligning it with the three-year strategic plan. Identify, cultivate and solicit philanthropic support by developing and maintaining relationships with individuals, corporations and foundation to grow the fund development of the Chapter. Manage bottom-line objectives to meet or exceed annual projections in each budget category and design and implement strategies to move donors to higher levels of giving through exemplary and personalized stewardship. Assure timely and appropriate donor acknowledgement and recognition.
- Strategic Planning - Create and implement a strategic three-year fund development plan to include long-term financial sustainability and short/medium term planning for current programs and continuous improvement of our facilities, programs and services.
- Budgeting - Develop maintain and adhere to department budget(s)
- Review and manage the items detailed in the organizations development plan on an ongoing basis. This will also include revisions when necessary and reporting on progress to the CEO and appropriate committees.
- Initiate, evaluate and secure new sources of funding and in-kind donations.
- Continually work to increase the organizations' development strategies by working with other professionals to ensure the Chapter has sound practices, that are following appropriate laws and regulations and that are appropriately aligned with the organizations mission and strategy.
- Major Gifts and Major Gift Pipeline - Develop relationships with major individual, corporate and foundation donors: prepare proposals and make and close donor asks. Renew committed donors and recruit new donors to meet and exceed revenue goals. Maintain appropriate promotional materials for these programs.



## Position Description

- Planned Giving - Work to increase the number of planned gifts made to the Chapter and appropriately steward planned giving donors.
- Signature Events - Work with the Signature Events Manager to increase the number of attendees, sponsors and dollars to meet revenue projections.
- Direct Mail - Coordinate the Chapter's direct mail program. Assure revenues and new donors are maximized and expenses are in line with the budget.
- Stewardship - Responsible for stewardship of all Chapter donors. Develop individualized stewardship and maintain a process to assure donors receive professional, timely written responses of appreciation and gratitude. Ensure that gratitude is personalized and reflects the Chapter's brand and values.
- Prospect Research - Conduct prospect research to recruit new donors and upgrade current donors. Develop and implement a rating system to prioritize donor prospects.
- Development Committee - Along with committee chair, recruit, empower and motivate committee to introduce prospective donors to the Chapter. Work with the committee on strategy, prospect screening, donor cultivation, solicitation (when appropriate) and stewardship. Assist in recruiting new qualified members from the community to serve on this committee.
- Database Management - Develop a working knowledge of Exceed, the Chapter's donor database, and work with the development team to ensure its optimal use.
- Compliance - Ensure that all fund-raising related activities and records are consistent with board policy and comply with applicable state and federal laws.
- Public Relations - Promote the Chapter by speaking to promising groups and organizations as requested to grow awareness of our work and ways to make an impact through charitable giving, volunteering, and advocacy. Get to know our guest families and our volunteers on a very personal level to be able to share compelling testimonials/stories of impact with other supporters/potential supporters.

### Staff Leadership Responsibilities

- Recruit, screen, train, supervise and evaluate the Signature Events Manager, Marketing & Communications Manager, 3<sup>rd</sup> Party Events Manager and other individuals who have the responsibility of fund development.
- Assign work, provide instruction and ensure compliance with established policies and procedures while promoting a supportive and team-oriented environment.
- Determine and provide for staff training and development needs. Perform other personnel functions including hiring, disciplinary actions and performance reviews with input from the CEO.
- Develop, empower, motivate, coach, and lead development team to achieve annual fundraising goals and priorities. Actively participate as a member of the Leadership Team and lead Development Team meetings. Communicate relevant information at staff and board meetings.



## Position Description

### Qualification and Education Requirements

- Bachelor’s degree or other related field and/or a transferable skill set.
- 10 years’ fund development experience
- Proven track record of achieving shared goals and successful execution of fund development efforts with multiple stakeholders and agendas, including cultivation, solicitation and closing of major gifts.
- Computer proficiency, including familiarity with all MS Office products and database software.
- Professional with a personable demeanor, and able to serve as a member of the Speaker’s Bureau.
- Certified Fund-Raising Executive (CFRE) certification preferred.
- Excellent interpersonal and written communication skills.  
Proven track record of building, motivating and managing teams.
- Experience working with a board of trustees, committee and volunteers.
- Strong organizational skills with the ability to handle multiple concurrent tasks and meet deadlines.
- Dependable with solid problem solving and decision-making abilities.
- Demonstrated ability to operate in a flexible, team oriented environment.

**Physical Requirements:** Stands for functions, walks, sits, bends, may be required to lift heavy loads 25 pounds or more. Travel required.

**Work Environment/Hazards:** Operates in a professional office environment. The position routinely uses standard office equipment.

Employee Signature:

X

---

|                  |                   |       |                |
|------------------|-------------------|-------|----------------|
| Created By:      | Catherine Randall | Date: | August 7, 2017 |
| Approved By:     | Rita Cyr          | Date: | 11.1.2017      |
| Last Updated By: | Catherine Randall | Date  | 11.1.2017      |