



## JOB DESCRIPTION

**JOB TITLE:** Director of Development and External Relations

**STATUS:** Full-Time Exempt

**Job: Code:** DER-0324

**Date:** 2024

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The Director of Development and External Relations of Imprints Cares plays a pivotal role in strategizing, planning, and executing fundraising initiatives to support the organization's mission and objectives. This position involves cultivating relationships with donors, managing fundraising campaigns, and collaborating with internal teams to ensure fundraising efforts align with organizational goals. The Director of Development is responsible for building a cohesive team that cultivates a comprehensive development plan and manages the day-to-day donor stewardship which includes ensuring the success of fundraising efforts aimed at financing significant projects or initiatives for an organization.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

- Develop and implement comprehensive fundraising strategies to secure financial support from individuals, corporations, foundations, and government agencies.
- Cultivate and steward relationships with current and prospective donors through personalized communications, meetings, and events.
- Research and identify new funding opportunities, including grants, sponsorships, and partnerships, that align with the organization's mission and priorities.
- Prepare compelling sponsorship packages, and donor appeals to solicit support for specific programs, projects, or initiatives.
- Oversee the research and application process of new revenue sources including local, state, and national grant opportunities.
- Collaborate with the Executive Director to set fundraising goals, monitor progress, and adjust strategies as needed.
- Manage fundraising campaigns and special events, including donor cultivation events, signature events, and awareness-raising activities.
- Oversee donor database management, ensure accurate and up-to-date donor records, gift processing, and acknowledgment procedures.
- Lead and mentor the development team, providing guidance, support, and professional development opportunities to ensure team effectiveness and success.
- Analyze fundraising data and performance metrics to evaluate the effectiveness of fundraising efforts and identify areas for improvement.
- Stay informed about trends and best practices in fundraising, philanthropy, and nonprofit management to continuously enhance fundraising strategies and techniques.

- Responsible for supervising the recruitment and selection process for external relations staff. This may involve defining job roles, creating job descriptions, participating in interviews, and contributing to hiring decisions.
- Works with individual staff members to set clear and achievable goals aligned with the organization's fundraising objectives. These goals should be specific, measurable, attainable, relevant, and time-bound (SMART).
- Monitor and evaluate the performance of direct staff by conducting regular performance reviews, provide feedback, and offer support to help staff members meet their goals. They may also address any performance issues through coaching, counseling, or disciplinary action if necessary.
- Foster a positive and collaborative work environment for a productive team by promoting teamwork, encouraging open communication, and recognizing the achievements of individual staff members.

**General:**

- Advocate the mission of Imprints Cares and represent the organization professionally.
- Work with the Business Operations Director to plan and manage the annual development budget.
- Adhere to Imprints Cares policy and procedures.
- Strategic thinker with the ability to develop and execute fundraising plans that align with organizational goals and priorities.
- Highly organized with excellent project management skills and the ability to manage multiple priorities and deadlines effectively.
- Proficiency in donor database management systems and fundraising software.
- Commitment to the organization's mission, values, and ethical standards.
- Flexibility to work evenings and weekends as needed for donor events and activities.
- Team player but also adept at working independently, meeting job specific expectations and timelines.
- Promote diversity and inclusion within the development team, ensuring equitable opportunities for all staff members regardless of their background or identity.

**QUALIFICATIONS:**

- Bachelor's degree in nonprofit management, business administration, communications, or a related field; advanced degree preferred.
- Proven track record of success in fundraising, with at least 5 years of experience in nonprofit development or a related field.
- Strong interpersonal skills and the ability to build and maintain relationships with diverse stakeholders, including donors, board members, volunteers, and staff.
- Excellent written and verbal communication skills, with the ability to articulate the organization's mission and funding needs persuasively.

- Demonstrated experience in cultivating a major gift portfolio, proposal development, and grant management, including knowledge of grant research techniques and funding sources.
- Strategic thinker with the ability to develop and execute fundraising plans that align with organizational goals and objectives.

**REPORTING RELATIONSHIP:**

The Director of External Relations will report directly to the Executive Director of Imprints Cares.