



### **Job Description**

JOB TITLE:	DEVELOPMENT & COMMUNICATIONS DIRECTOR-2018
REPORTS TO:	President & CEO

#### **Job Purpose**

Responsible for developing the strategic direction and implementation of the Community Foundation’s endowment building activities, donor relations activities in coordination with the President & CEO and in accordance to the policies, procedures, goals and objectives established by the Board of Directors. Directs the Community Foundation’s communications plans, community programs, and key messages according to CFBC’s most pressing priorities and goals and ensures their successful implementation.

#### **Duties & Responsibilities**

##### **Asset Development & Fundraising**

- Coordinates and implements the annual fundraising plans of the community foundation in conjunction with the President & CEO, including matching campaign plans from Lilly Endowment from time to time. Ensures that development activity, donor relations activities and communications plans roll up strategically together to meet CFBC’s priorities and goals.
- Further develops the annual fund of CFBC: expanding the promotion of general funds, the donor base, acquisition, outreach and potential strategies to achieve this growth, such as giving societies, giving circles and other acquisition tactics.
- Supports and assists the President & CEO (and other staff/board members) in their efforts to develop donor relationships with the goal to increase endowment giving. Analyzes and recommends donors and organizations whom the board and staff members should engage with in the community.
- Tracks the pipeline of potential donors and connects the right staff / board member to those opportunities. Prompts the appropriate staff/board member to follow up.
- Regularly reviews relevant asset development policies and procedures to ensure best practices, trends and standards are in place. Works closely with President & CEO as needed with policy development.
- Primary coordinator for the activities of the community foundation that lead to revenue and asset development, including donor (and potential) engagement opportunities, events and experiences.

##### **Donor Relations & Engagement**

- Is the coordinator and cheerleader for organizing staff and board members to connecting personally with current and potential donors. Ensures the President & CEO and appropriate staff/board members are in front of donors regularly to build genuine relationships.
- Coordinates, with assistance from staff & volunteers as needed, the Annual Impact Breakfast and other occasional special events.
- Works in coordination with CFBC’s COO and Philanthropic Services Coordinator to develop exceptional donor relations plans, policy, and procedure. The COO oversees the internal/administrative activities and the Development Director oversees external activities. These positions together with the CEO, the Philanthropic Services Coordinator, and the Program Director, form CFBC’s Development & Donor Relations team.
- Develops engagement opportunities and educational materials to better connect donors with the causes they support (Impact Reports, collateral pieces, planned giving communications, etc.)
- Works closely with Fund Advisors and ensure they are met with regularly by appropriate staff member for cultivation and relationship building – which hopefully, ultimately results in increased contributions and/or adding CFBC to their estate plans.
- Works closely with ALL STAFF to ensure the collection and record keeping of impact stories and data to communicate with donor base.
- Utilizes FIMS database, our shared server, and/or other CSR database programs to document donor meetings and contact information.

##### **Communications**

- Ensures the development and implementation of an annual communications plan with the appropriate staff in accordance with board / organizational priorities.
- Works closely with all staff to ensure the collection and record keeping of impact stories and data to communicate with donor base. Yep! We said it twice. It’s important to share what we do!

- Supports, from time to time, the communications needs of staff members, donors, and local nonprofits. Ensures staff is knowledgeable of the process and lead time needed to execute communication activities.
- Ensures CFBC has visual standards and key messages and that they are implemented and integrated by all staff members.
- **Designs and/or oversees the production of CFBC collateral material including print and online (web, social media, annual report, newsletters, impact reports, solicitations, thank you letters and all mailing pieces, etc.).**
- Prepare scripts, PowerPoint (or similar) for Community Foundation presentations, as needed.
- Oversees and regularly engages volunteers and/or budgeted consultants to complete tasks and CFBC programs in timely manner.
- Works to increase public awareness by securing public speaking opportunities, identify ongoing opportunities for earned media and general education and engagement opportunities.

**Community Engagement, Special Projects, and Awards**

- Your work in the community may inspire logical community engagement events, such as a “Get On Board” event, or other methods of engaging members in community. (This position might consider organizing poverty simulations or other nonprofit emergence experiences for BCL students/alumni, CBFC donors or other constituencies per strategic plan.)
- Oversees the development of key funds addressing important community issues, such as the Capacity Building Initiative, the Women’s Fund and other funds that have the opportunity to grow and make an impact on the community. Ensures each special project has a clear mission, purpose and both short term and long term goals/objectives as well as the appropriate committee/leadership structure with a charter, terms, and roles/responsibilities.
- Works closely with all staff to communicate and ensure we are engaging the right people in volunteer, programmatic and engagement opportunities and building a bridge to giving through involvement/engagement.
- Oversees all processes (internal, external & administrative tasks) for special award funds—Aaron Stookey Award, Lionel Dubay and others as acquired or assigned.

**Qualifications & Skills Needed**

Minimum Bachelor’s degree and at least 5 years of experience in the nonprofit sector or in development/sales or similar field or experience. Ability to use the Microsoft Office suite and database experience preferred. **Attention to detail and planning imperative.** Must have an outlook of continuous improvement, positivity, a desire to seek best practices, and be a self-starter. Must be able to develop and direct programs with little supervision and navigate difficult situations under pressure. This may be the career for you if:

- You love to meet new people and make new connections—in fact, you are already immersed in civic or volunteer work in our community.
- You enjoy designing and creating materials to tell stories of impact.
- You think creatively and take action on new opportunities.
- You can plan a great party—and are known for it in your social circle!
- You have a positive, can-do attitude and if you don’t know something, you will either ask or figure-it-out!
- Databases and website maintenance doesn’t scare you.
- You are a wiz at social media, can use a camera, and write a great press release.
- You want to help make decisions that will improve your community.
- You pay attention to detail and have already found multiple grammar mistakes or errors in this job description, which you plan to address diplomatically in your interview.

**We are a small office with huge impact, so team-work, positivity, and flexibility is crucial! “Communication is the key! Silence is the enemy!”**  
 We have fun, but we work HARD to help make our community better, every day.

**Working Conditions & Physical Requirements**

Most work is in an office setting, but ability to carry and load event supplies and other items is needed from time to time. This position works 40 hours per week on average, usually M-F, regular business hours. Flexibility is a must. The position will regularly require employee to adjust their weekly schedules to meet the needs of our donors and for occasional evening events. Rarely, but occasionally, there is weekend work. Staff may also occasionally work weekends to meet the demands of the position, but accommodations will be made to provide flexibility.

No health benefits are available or provided. This is a salaried position.

**Direct Reports**

This position reports to the President & CEO.

Approved By:	Kristi Reynolds, President & CEO
Date Approved:	10/15/18
Reviewed/Revised:	