



Job Description

TITLE: Development Director/Grand Rapids-Greenway

FLSA STATUS: Full-time

PERFORMANCE PROFILE SOURCE: Management Professional

UPDATED: January 2023

PRIMARY FUNCTION:

Directs and manages the overall fundraising and fund development activities for the Boys & Girls Club of Grand Rapids Greenway, generating income through individual donors, foundations, corporations, and government funding as well as management of special events and an annual campaign. Primary concern for community relations, advisory board services, and resource development.

KEY ROLES (Essential Job Responsibilities):

Leadership

- Lead resource development and fundraising efforts.
- Work with the CEO and Advisory Board to develop goals and strategies related to fundraising, marketing, and special events to build a culture of philanthropy.
- Train staff, Advisory board members, and volunteers in resource development / planned giving techniques.
- Facilitate the leadership of the BGCH Advisory Board and provide support services as needed.
- Maintain verbal and written contact with potential and current donors, external community groups, business leaders, parents, school officials and others. *Strategic Planning*
- Working collaboratively with the CEO, staff, and Advisory Board, develop and organize an annual Resource Development Plan and calendar to coordinate all fundraising and marketing activities that maximizes resources and results.
- Work with CEO and Board to research and identify individual prospects for solicitations to increase donor base. Prepare background reports on donor giving and interests and develops proposals for donor consideration. Adhere to prospect and donor confidentiality as set forth by Boys & Girls Clubs of the Northland.
- Develop guidelines for fundraising, marketing campaigns and planned giving.

Resource Management

- Assist BGCH advisory board in the development of annual budgets. Manage site fundraising resources and control expenditures against approved budgets.
- Collaborate with CEO, Board, and key staff/volunteers to develop proposals and engage them in donor solicitations based on donor interests and personal relationships.
- Write and manage grants to support BGCH programs.
- Develop annual stewardship plan to assure proper acknowledgement of all gifts.
- Manage donor database

Advisory Board Development

- Identify, recruit and develop effective advisory board members.
- Promote active participation by advisory board members and support effective board roles and functioning.
- Ensure board is provided with the information and support necessary to fulfill their objectives.

Marketing and Public Relations

- Develop and maintain public relations to increase the visibility of programs, services and activities within the Club and the community.
- Develop collaborative partnerships with parents, community leaders, public entities, civic groups and community organizations.
- Represent the organization and interpret its mission, objectives, standards, and programs.
- Create materials to promote upcoming events and programs to public including flyers, posters, brochures, public service announcements, monthly newsletter, etc.
- Conduct face-to-face presentations.

ADDITIONAL RESPONSIBILITIES:

Recruits and cultivates volunteers as needed to assist in special event and fundraising activities

Assume other duties as assigned.

SKILLS/KNOWLEDGE PREFERRED:

- Four-year degree from an accredited college or university, or equivalent experience.
- A minimum of three years of work experience in relevant fundraising activities and a proven track record of accomplishment in this area.
- Excellent interpersonal skills and the ability to work with all types of people.
- Strong communication skills, both oral and written.
- Ability to establish and maintain effective working relationships with staff, board, volunteers, community groups, and other related agencies.
- Knowledge of accessing and utilizing donor data base.
- Working knowledge of grant preparation, reporting, and solicitation.
- Ability to work independently.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

- High energy level, comfortable performing multi-faceted tasks in conjunction with the day-to-day activities.
- Superior interpersonal abilities.
- Ability to get along with diverse personalities, tactful, mature and flexible.
- Good reasoning abilities and sound judgment. Excellent oral and written communication skills.

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.