

JOB DESCRIPTION

Date: *March 8, 2019*

TITLE: Director of Development

REPORTS TO: Executive Director

DEPARTMENT: House Leadership

SUMMARY: The Director of Development works closely with the Executive Director and Board of Directors (BOD) in activities generating awareness and support for Ronald McDonald House Charities of Central Indiana (RMHCCIN or the House) of its ongoing vision and mission. This is a leadership role committed to implementing a balanced fundraising plan in accordance with the House's annual and long-range goals set in conjunction with Executive Director and BOD. Seeking a dynamic leader who is eager to take advantage of working within a financially strong and nationally recognized organization.

The Director of Development builds department capacity and financial sustainability through continued fund development and implementation of strategic initiatives in conjunction with the Executive Director and the development staff. The Director of Development is responsible for leading a seven-person team tasked with soliciting all resources necessary to meet the House's financial goals and coordinating major community, media and corporate outreach programs. Varied revenue streams include direct mail, special events, major gifts, third party events, planned giving, solicited and unsolicited gifts, individuals, corporations, institutions and foundations.

DUTIES AND RESPONSIBILITIES: The following represent the essential functions of the position.

I. Personnel Management

- A. Provides direct supervision to 4 members of the Development team: Grants Officer, Marketing & Communications Manager, Events Manager and Corporate & Community Partnerships Manager.
- B. Responsible for setting financial and professional goals for direct reports and measuring results through regular meetings and annual reviews. Assists Managers in setting goals for their direct reports.
- C. Recruits, qualifies, hires and supervises new Development team members as needed.

II. Fund Development

- A. Ensures that existing streams of revenue are healthy and growing. Prepares monthly reports for the BOD that analyze revenue sources. Attend and present Development team results and activities at BOD meetings as requested.
- B. Major Gifts: Builds relationships with individual, corporate and foundation donors, both current and prospective donors, with high capacity to give. Cultivate donors through targeted interactions and personal contact. Prepares proposals or presentations to make and close gift solicitations. Manages *Heart of the House Society* mailings, stewardship and annual stewardship event.
- C. Planned Giving: With assistance from Marketing & Design Specialist, annually update planned giving material. Develop list of planned giving prospects from database for annual mailing.
- D. Annual Fund: Manages relationship with direct mail provider, including annual contract; reviews and approves content. Oversees and reviews grant proposal activities, corporate giving, workplace giving and third-party

This description is intended to describe the general content of and requirements for the performance of this position.
It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

fundraising. Works with Corporate & Community Partnerships Manager to grow relationships with existing corporate sponsors, community organizations and other external constituents; and develop a plan to identify, contact and acquire new partners. Assigns research, qualification, cultivation, solicitation and stewardship tasks as needed.

- E. Special Events: Takes a lead role in ensuring that fundraising special events are planned, implemented and analyzed according to best practices while achieving revenue and expense goals. Serves on special event committees.
- F. Marketing & Communications: Maintains and nurtures reputation and activities of RMHCCIN by strengthening relationships with contracted marketing partner, local and regional news outlets, government representatives and public entities. Oversees social and traditional media platforms, including website, social media, IBJ, Indianapolis Star, Charity Navigator and radio/television stations. Provides representation at public speaking engagements. Conducts tours as needed.

III. Leadership

- A. Promotes a positive, supportive and motivating work environment. Develops annual plan for professional growth for each Development Department team member.
- B. Serves on the Fund Development Committee of the Board. Develops schedule and agenda for meetings. Recruits, trains, and motivates committee members to assist in meeting revenue goals.
- C. As a member of the Senior Leadership Team, participates in regular meetings to understand House activities, ensure consistent messaging, maximize use of resources (volunteer, staff, material) and collaborate on long-range strategy.
- D. Participates on Senior Leadership Team to ensure the continuation of a professional and efficient organization; maintains an effective decision-making process to enable RMHCCIN to achieve both long and short-term goals.
- E. Cultivates a strong and transparent working relationship with the Executive Director and ensures open communication regarding fundraising performance.

QUALIFICATIONS: The following represent the desired skills and experiences that would be needed for a person to be successful in this position.

I. Education, Experience and/or Credentials

- A. Minimum of bachelor's degree and at least 10 years of general, broad-based development experience with at least 3-5 years in a supervisory role.
- B. Certified Fund Raising Executive (CFRE) credentials preferred; Must adhere to Association of Fundraising Professionals' *"Code of Ethical Principles and Standards of Professional Practice"*.
- C. Experience with capital campaign fundraising, including qualifying prospects, committee activities, and pledge contracts.
- D. Proven record of soliciting and closing gifts exceeding \$100,000.
- E. Strong organizational skills with the ability to handle multiple concurrent tasks while meeting deadlines.

F. An understanding and appreciation of the Ronald McDonald House history, organizational make-up and mission.

WORK ENVIRONMENT: The work environment is primarily indoor office but will have some outdoor work or activities, including special events in various venues. The Director of Development must be able to work with professional staff, outside directors, and volunteers of various skill levels and must create and maintain a welcoming environment for all staff, volunteers, visitors and others.