



*Strengthening Community, One Person, One Family at a Time*

## **JOB DESCRIPTION**

**Title:** Director of Development  
**Supervisor:** Chief Executive Officer (CEO)  
**Work Hours:** 37.5 hours/week

**FLSA:** Exempt  
**Classification:** Full-Time  
**Pay Rate:** \$60k-\$85k/year

### **Summary**

Under the direct supervision of the CEO, the Director of Development will supervise Development/Marketing/Social Media staff (currently two part-time employees). The organization is implementing a new strategic framework and the expansion of development/fundraising efforts is a pillar of the framework. The Director of Development will develop strategies and tactics to expand current fundraising and lay the groundwork for a future capital and endowment campaign. The Community Place of Greater Rochester and Charles Settlement House are affiliated non-profit human service providers and the development department is responsible for fundraising for both agencies. Major program areas are Family Services, Youth Development, Prevention Services, Intellectual/Developmental Disabilities Services, and Aging Services.

This a hybrid position with flexibility to work in office and remotely.

### **Essential Job Duties**

#### *Major Gifts:*

- Build and implement strategies for solicitation of major gifts from individuals, foundations, businesses and vendors.
- Identify, cultivate, and solicit individual, corporate, and foundation gifts of \$1,000 or more with an emphasis on prospect qualification and securing first-time gifts.
- Manage and plan donor meetings with involvement of CEO, as needed.

#### *Annual Appeal & Direct Mail:*

- Organize/develop methods to increase annual gifts through direct mail and online giving.
- Create opportunities to move individuals from prospects to donors and to upgrade donors to higher levels of engagement and giving over time.
- Expand donor base to ensure organization's stability and long-term sustainability.

#### *Special Events:*

- Oversee execution of fundraising special events.
- Analyze current events to determine sustainability of events and opportunities for growth and consider new fundraising and marketing events.

#### *Publicity & Marketing:*

- Increase agency visibility with successful strategies incorporating traditional media, social media, digital media, and direct mail/email.

*Analytics:*

- Identify new sources of revenue to support programs and general agency expenses.
- Monitor and report on fundraising progress vs. goals and course correct as needed.

*Capital/Endowment Campaign:*

- Lay groundwork for development of a capital and/or endowment campaign, as reflected in the organization's strategic framework

*Planned Giving:*

- Lay groundwork for development of a planned giving program.

*Staff Development:*

- Mentor staff and establish achievable goals; conduct regular performance evaluations.

*Board of Directors:*

- Coordinate agenda and work plan of the Development Committee, which includes board members, staff, and other fundraising volunteers.
- The Director of Development will attend Board meetings and will work with Board members to ensure participation in annual giving, cultivation, and special events.

**Other Job Duties**

- Participate in the Association of Fundraising Professionals.
- All other duties as assigned.

**Knowledge, Skill and Abilities**

- Creativity and strategic thinking in all areas of fundraising.
- Strong verbal and written communication skills.
- Successful experience engaging with donors, prospective donors and board members with a commitment to exceptional donor service.
- A robust history as a fundraiser for non-profit organizations with a preference for experience in community-based human service providers.
- Strong project management skills, including the ability to manage multiple projects and competing priorities while adhering to deadlines.
- Solid relationship-building skills and the ability to professionally and effectively interface with donors, board members, volunteers, and colleagues throughout the organization.
- The ambition to succeed as a front-line fundraiser with the ability to close gifts and thoughtfully develop donor and prospect relationships.
- Maintain accurate and thorough records, contact reports, and background data to preserve institutional memory.
- Remain up to date on relevant laws, regulations, techniques and best practices through self-study, professional memberships, conference, and webinars.
- Ability to think strategically, work collaboratively, and make informed decisions.
- Self-directed and organizationally aware team player who will be a member of senior leadership; able to share information and collaborate with internal and external partners.
- Dedication to guiding principles of the organization, including a commitment to inclusion, diversity, equity, accessibility, and anti-racism.
- Grant writing experience is a plus.
- Proficient with Microsoft Office/Microsoft 365 (Word, Excel, PowerPoint, Outlook) and donor software (Donor Perfect preferred).



**Physical Elements**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to perform sitting, talking, hearing.
- Must be able to perform light work exerting up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to move objects.
- Must be able to sit at a computer for extended periods of time.

**Qualifications**

- A Bachelors degree in communications, marketing, business, human services, or related field preferred.
- 7+ years of development/fundraising experience and progressively responsible positions with a non-profit organization(s) is preferred.
- Certified Fund-Raising Executive (CFRE) credential preferred.
- Valid NYS driver’s license and personal vehicle is preferred; willingness to travel for meetings, trainings, and events is required.

*I have read, understand, and been given the opportunity to ask questions about the duties of my position:*

*Employee Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Supervisor Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

**THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYMENT AGREEMENT.** Nothing in this job description restricts CPGRs ability to assign, reassign or eliminate duties and responsibilities of this job at any time. It does not prescribe or restrict the tasks that may be assigned. This job description describes the agency’s current assignment of essential functions. Those functions may change at any time as the needs of the agency change or for other reasons deemed appropriate by the CPGR.

*The Community Place of Greater Rochester, Inc. is committed to the recruitment of a workforce which mirrors the diversity of recipients of agency services.  
We are an Equal Opportunity Employer.*