

**THE WOMEN'S CENTER
JOB DESCRIPTION**

JOB TITLE: Director of Development & Communications

POSITION: Full -time, Monday-Friday, some nights and weekends

CLASSIFICATION: Exempt

DEPARTMENT: Administration

REPORTS TO: Executive Director

Supervises: Special Events Coordinator, Grant Coordinator, Volunteer Coordinator, Development Assistant

SALARY GRADE/LEVEL/RANGE:

LOCATION: 425 BUILDING

The Women's Center is committed to providing safety, shelter, and support to empower all impacted by domestic abuse, sexual violence, child abuse, and trafficking.

JOB DESCRIPTION

SUMMARY/ OBJECTIVE:

The Director of Development & Communications provides essential leadership for planning and coordinating the engagement, cultivation and retention of donors, including individuals, foundations, corporations et al through annual appeals, special events, major gifts, and planned and capital giving in partnership with the Executive Director, Board of Directors, volunteers and staff. Major gift strategy and solicitation will be a major focus. This position will draft much of the agency communications as well.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop a year-round fundraising strategy which includes establishing goals, objectives, strategies and metrics that support the organization's short- and long-term priorities for growth. For example:
 - Retain and/or acquire new donors.
 - Sustain and cultivate major donors.
 - Enhance relationships with business partners
 - Develop annual strategies for prospecting new and stewarding existing donors
- With the Executive Director and Board, build and enhance relationships with major business and foundation donors through one-on-one meetings, proposals and stewardship.
- Manage portfolio of individual and corporate major donors
- Direct team on developing tailored solicitations and proposals.
- Prepare and analyze data for annual goals:
 - Define metrics and targets for success
 - Assess and determine special event goals and activities

- Monitor fundraising and cash flow projections and adjust annual fundraising plan as necessary
- With the Executive Director, direct and support the chair of any development-related committee to ensure they have the information, materials and guidance to achieve success
- Engage in community activities to increase awareness of TWC, cultivate donors and volunteers and identify strategic partnerships.
- Oversee administrative duties of the Department
- Manage and coach staff; lead performance planning; and conduct annual reviews to support team members in professional growth.
- Develop and manage department budget.
- Ensure compliance with United Way, CFC, SECC et al requirements.
- Oversee the acknowledgement and tracking system of all gifts and donations to the organization as well as donor appreciation efforts.
- Direct the agency's communications and public relations activities, including media relations, publicity materials and marketing efforts.
- Oversee donor communications, social media, constant contact, newsletters, website etc.
- Maintain accurate, current, and complete program records and statistics.
- Develop and maintain cooperative relationships and resources with appropriate individuals and organizations in the community to enhance the provision of services.
- Participate in public speaking/educational presentations.
- Maintain an atmosphere of safety and confidentiality.
- Participate in maintenance of physical facility and housekeeping duties when appropriate and as needed.
- Complete forms in accordance with agency procedures.
- Adhere to organizational compliance with all local, state and federal regulatory agencies.
- Ensure the completion of all required paperwork, records, documents, etc...
- Ensure compliance with all safety and work rules and regulations. Ensure the maintenance of departmental housekeeping g standards.
- Maintain respect and confidentiality of all clients utilizing services.
- Completes other duties as needed and/or requested by the Executive Director to align with mission and vision of the organization.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions.

KNOWLEDGE, SKILLS:

- Demonstrated experience in successfully developing and implementing fundraising and/or strategic development/fundraising plans.
- Strong and effective communication and interpersonal skills to interact effectively with volunteers, staff, donors, prospects, and the general public and to represent the agency to external organizations in a professional manner.
- Knowledge of communication and dissemination techniques and methods. This includes alternative ways to inform via written, oral, and visual media.
- Knowledge of principles and methods for showing and promoting services. This includes marketing strategy and tactics, social media and media relations.
- Strong writing skills absolutely necessary.
- Excellent public speaking skills.
- Proficient with Microsoft Office Suite and Raiser's Edge database.
- Excellent organizational skills and attention to detail.
- Experience working in a direct service, human services nonprofit preferred.
- Understand the importance of the mission of The Women's Center and have a sensitivity to the trauma victims of these crimes endure.

EDUCATION/EXPERIENCE:

- Minimum Bachelor's degree or 5+ years successful fundraising experience, preferably in a leadership show or a combination of thereof.
- Experience successfully motivating, mentoring and managing a team or department.
- EXPERIENCE WITH RAISER'S EDGE DONOR DATABASE PREFERRED
- Demonstrated success with grant writing, donor cultivation, public and media relations strategies, and special events.
- Experience with major gifts and planned giving.
- Capital Campaign experience a plus.

LANGUAGE SKILLS: Ability to read, write and comprehend English.

REASONING ABILITY: Ability to utilize critical thinking- such as using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

CERTIFICATES, LICENSES, REGISTRATIONS: Requires a valid Wisconsin Driver's license and proof of insurance.

OTHER SKILLS AND ABILITIES:

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

- This is a largely sedentary role; however, some filing is required. This would require the ability to lift up to 25 pounds.
- May require some movement up and down stairs.

WORK ENVIRONMENT: The work environment described here is representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable the individuals with disabilities to perform the essential functions.

The employee frequently performs work-related travel.

- Works predominantly indoors but may need to go between different buildings.

The noise level in the work environment is usually moderate.

ADA: The employer will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990.

AAP/EEO: The Women's Center is an equal employment opportunity and affirmative action employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, protected veteran status, status as a qualified individual with a disability, or any other characteristic protected by law.

This Job description will be reviewed periodically as duties and responsibilities change with business necessity. Essential and marginal job functions are subject to modification.