DIRECTOR OF DEVELOPMENT

REPORTS TO: President/Chief Executive Officer
SUPERVISES: Development Manager, Development Associate, Volunteers
EXEMPT STATUS: Exempt

SUMMARY OF POSITION:

The Director of Development (DOD) designs, guides, executes, evaluates, and constantly improves strategies essential for making Berkshire United Way (BUW) the nonprofit to turn philanthropy into action. Through exceptional donor engagement, experiences, and communications, this position will lead the staff and volunteer teams to significantly increase BUW’s overall revenue; grow and retain the donor base; implement innovative revenue growth strategies and use data to promote continuous improvement.

The DOD provides internal leadership for the development team and ensures BUW has the infrastructure to manage workplace and donor relationships. The DOD also serves as an external leader and is responsible for developing and sharing a case for support for BUW and our community impact work. While the primary responsibility is for philanthropy goals, the DOD also actively contributes to the overall goals of BUW and serves with other senior staff on the leadership team to build a culture of collaboration and alignment of services and strategies.

KEY RESPONSIBILITY AREAS:

• Designs, guides, executes, evaluates, and continuously improves a resource development plan that is innovative, efficient, and effective in Berkshire County.
• Maintains current knowledge of, and monitors changes in, community factors that affect fundraising and provides guidance to the Board and CEO/President regarding strategy.
• Supports Board development committees and partners with CEO/President to engage peer ambassadors in donor solicitation and stewardship strategies.
• Supervises the development team and provides appropriate support and training for staff to optimize donor experiences and ensure individual and organizational goals are met.
• Ensures BUW has the infrastructure (technology, procedures, and tools) to implement the development plan, create exceptional donor experiences, and achieve BUW’s goals.
• Represents BUW as needed in public venues such as workplace campaigns and community events and demonstrates exceptional interpersonal skills.
• Partners with communication staff to develop marketing materials, social media plan, and advertising campaigns as part of a donor engagement strategy.
• Collaborates with finance staff to ensure all donations and pledges are accurate and handled with the highest level of stewardship and security.
• Develops strategic partnerships with donors, other United Ways, partner organizations, business leaders, elected officials, foundation representatives and others.

Workplace Campaign and Corporate Sponsorship
• Develops a plan and outreach materials for 150+ annual workplace campaigns managed by the Development Manager and Loaned Executives.
- Serves as primary contact and relationship manager for some corporate relationships and develops targeted sponsorship opportunities and workplace campaign support.
- Identifies and utilizes effective resource development volunteers and loaned representatives by recruiting, training, coaching, and inspiring them.
- Identifies potential new workplace campaign opportunities and works with the BUW Board, Development Committee and CEO/President to cultivate participation.
- Ensures campaign data is accurate and timely and utilizes data to develop strategic and tactical plans to improve performance.

**Individual Donors and Major Gifts**
- Develops individual donor plan inclusive of donor identification, solicitation, acknowledgement, and stewardship for donors along the continuum from entry to bequest.
- Fosters Board involvement in fundraising and supports their donor relations work by providing strategic guidance around donor history and philanthropic interests.
- Spends time personally soliciting donors. As such, strong relationship building, listening, and solicitation skills are important.
- Segments donors and utilizes donor data and moves management to strategically increase BUW’s individual campaign.
- Maintains branding guidelines and incorporates impact messages in donor communication to increase BUW’s profile and improve fundraising.

**Grants Program**
- Researches, identifies, and cultivates foundation, corporate, and government funding sources for general BUW support.
- Partners with Director of Community Impact to develop organizational partnerships that will attract resources and address community needs.
- Develops and submits grants that support BUW’s community impact work in the areas of early childhood education, youth development, and income security.
- Provide appropriate grant reporting as requested by funding source.

**JOB REQUIREMENTS:**

1. BA/BS in business, marketing, or fundraising field; MA and/or CFRE preferred.
2. 5 years of successful fundraising experience; United Way experience a plus.
4. Strong supervisory skills and experience leading effective teams.
5. High emotional intelligence and ability to work effectively with a variety of people.
6. Ability to motivate and retain volunteers, including donors and board-members.
7. Proficient in CRM or donor database systems and ability to utilize data and information to measure and evaluate fundraising performance and drive decisions.
8. Proven time management, planning, organizational and analytical skills.
9. Effective communicator, including writing, speaking and listening skills.
10. Must have flexible schedule in order to attend events that may occur in the early morning, evening, and weekends.
11. Must have valid driver’s license and access to a vehicle to travel to workplace campaigns and other offsite work obligations.
12. Must be reliable, a team player and willing to do other duties as assigned.