

JOB DESCRIPTION



JOB TITLE: Development Director
SUPERVISOR: Executive Director
CLASSIFICATION: Exempt, Full-Time

POSITION SUMMARY: The Development Director is a senior leadership role responsible for developing and executing a comprehensive fundraising strategy that advances the mission of Ronald McDonald House Charities of Central PA (RMHC-CP) in a manner consistent with the strategic vision and core values of the organization. The position oversees all aspects of the organization's fundraising and marketing activities. Leads a team of development professionals to strengthen and grow support for RMHC-CP, including annual giving, special events, corporate giving and grants with specific responsibility for Major Gifts.

QUALIFICATIONS:

- Passion for RMHC-CP Mission.
- Demonstrates respect for colleagues, guest families, volunteers, and donors.
- Demonstrates and supports a diverse culture.
- Minimum of a bachelor's degree.
- Minimum of five years fund development experience including securing major gifts with proven success.
- Demonstrated knowledge of annual giving, grants, donor relations and planned giving.
- Capital campaign and marketing experience preferred.
- Track record of achieving shared goals and successful execution of development and communication efforts with multiple stakeholders and agendas.
- Excellent interpersonal and written communication skills.
- Ability to understand and prepare financial reports and budgets.
- Capacity to think strategically and be able to work well under pressure and meet deadlines.
- Self-directed, high energy and able to successfully complete projects assigned with a minimum of supervision.
- Computer proficiency, including familiarity with all Microsoft 365 products, development database software and marketing and social media platforms.
- Clean PA State Police, PA ChildLine and FBI Fingerprinting clearances required.
- Valid driver's license, reliable transportation and cellular phone required.

FUND DEVELOPMENT RESPONSIBILITIES:

- *Strategic Planning* – Create and execute a comprehensive, multi-year development plan that aligns with RMHC-CP's strategic roadmap and includes a range of goals, objectives, and key activities designed to increase gift income as well as incorporating fundraising efforts from McDonald's initiatives such as Round-Up, Happy Meals and Shamrock Shakes. The individual will work closely with the Executive Director, Board of Directors, and other key stakeholders to ensure alignment between fundraising goals and the strategic objectives of the organization.
- *Annual Development Plan* – Create and implement RMHC-CP's Annual Development Plan with input from the Executive Director aligning it with the strategic plan. In conjunction with the Development Team, identify, cultivate, and solicit philanthropic support by developing and maintaining relationships with individuals, corporations, and foundations to grow the resource development efforts of the organization.
- *Major Gifts & Planned Giving* – Create foundational Major Giving Program, cultivate, and steward relationships with prospective and major donors. Renew committed donors and lead recruitment efforts to secure new donors to meet or exceed revenue goals. Acquire and retain a current knowledge base in the planned giving field. Maintain appropriate promotional materials for these programs.
- *New Funding Streams* – Initiate, research and secure new sources of funding and in-kind donations. Continually work to increase the organizations' development strategies by working with other professionals

to ensure RMHC-CP has sound best practices that are following the appropriate laws and regulations and are appropriately aligned with RMHC-CP's mission and values.

- *Stewardship* – Responsible for the stewardship of all charity donors. Maintain a process to assure donors receive professional, timely written responses of appreciation and gratitude. Recognize donors appropriately or as agreed. Use personalized gratitude that reflects RMHC-CP's brand and values to ensure donors remain connected with the organization.
- *Development Committee* – Along with committee, solicit members as needed to assist in annual fundraising efforts, event solicitation and donor strategy.
- *Database Management* – Develop a working knowledge of the organization's database system and work with the Database Manager and the Operations and Development Teams to assure its optimal use and functionality.
- *Ongoing Analysis* – Work with the Development Team to conduct ongoing analysis of fundraising efforts to improve financial returns on existing initiatives, suggest improvements for fundraising activities conducted by others for the benefit of the organization, and identify and implement new fundraising activities as needed and can be appropriately supported.
- *Reporting* – Report on progress and evaluation of annual fundraising goals and initiatives to the Executive Director and Board of Directors.

MARKETING & PUBLIC RELATIONS RESPONSIBILITIES:

- Work with the Marketing and PR Manager to create and implement a comprehensive annual marketing and promotional strategy that coordinates with the Annual Development Plan, RMHC-CP branding guidelines, and includes measurable marketing and PR targets and goals.
- Work with the Marketing and PR Manager to develop and implement marketing materials to increase awareness of RMHC-CP programs, gift giving vehicles and engagement opportunities.
- In collaboration with Marketing and PR Manager, supervise creation of annual communications calendar and activities to meet short and long-term strategic marketing initiatives.
- Serve as a speaker and presenter to external audiences, representing the high standards and values of the organization.

SUPERVISORY RESPONSIBILITIES:

- Oversee and manage RMHC-CP's resource Development and Marketing Teams.
- Assign work, provide instruction and ensure compliance with established policies and procedures while promoting a supportive team-oriented environment.
- Determine and provide for staff training and development needs.
- Provide ongoing coaching and mentorship.
- Establish collaboration practices.
- Play a critical role in cultivating a culture of philanthropy both internally and externally.
- Perform other personnel functions including hiring, disciplinary actions, and performance reviews with input from the Executive Director.
- Facilitate communication between the Development Team and other departments within the organization.

ADDITIONAL RESPONSIBILITIES:

- Contribute to advancing a positive work culture.
- Serve as a member of the Senior Leadership Team.
- Perform other duties related to organization business as assigned.

WORK ENVIRONMENT: We seek qualified, enthusiastic candidates with a variety of backgrounds and professional experiences to broaden our team. At all levels, everyone gets involved and pitches in to get the work done. Teamwork is what we are made of! We operate in a professional environment with a servant leadership attitude. In conjunction with certain work functions, the employee must be able to lift packages up to 30 pounds, sit and stand for longer periods of time than usual, experience significant computer screen time and hand movement from data entry/typing. Work at fundraising events which may be indoors or outdoors in hot, cold, or inclement weather.

Salary Range:

\$90,00 - \$100,000, plus performance incentives

Apply online: <https://www.rmhc-centralpa.org/who-we-are/careers/>