

## Sisu Job Description

**Job Title:** Development Director  
**Category:** Exempt  
**Incumbent:**  
**Reports To:** Chief Executive Officer  
**Job Description Updated:** January 24, 2017

### Purpose

This position is responsible for providing leadership to create, manage and evaluate agency marketing, communication and donor development efforts and for meeting the contributions portion of the budget of the Development and Marketing department. The Development Director assists the Chief Executive Officer (CEO) with agency direction, strategic planning and other planning and activities as needed.

### Job Responsibilities

- Assists the CEO and Director of Finance and Operations in developing the annual budget and business plans for the Department of Development and Marketing
- Assures that plans, budgets, timelines and accountability are in place and monitored for department activities
- Keeps CEO informed of progress toward goals and identifies problem areas along with proposed solutions
- Develop and implement corporate partnerships
- Tour scheduling, leading and guiding
- Identifies potential corporate, individual, and other donors including planned giving opportunities and endowment; develops solicitation plan for target groups
- Oversees donor acknowledgement and recognition activities
- Designs and manages all Sisu publications, media releases and event exhibits and assists as needed with fundraising promotional materials
- Publicizes the events/work of Sisu and capitalizes on media and print opportunities
- Production of the annual report / collecting data year around [donor list, content, mailing list, creating the story board and collecting pictures]
- Social Media Management [management of pictures, platforms and the strategy per post]
- Composes external E-Newsletter via Constant Contact
- Provides staff representation to the Fundraising Committee and the Public Relations/Marketing Committee of the board of directors
- Serves as Board of Directors liaison [meeting prompts, editing minutes, manages electronic votes, maintains monthly indicator sheet, maintains annual board giving pledges and assist board chairs with any information needed]
- Engages, motivates and recognizes board members in order to assist them in fulfilling their fundraising responsibilities
- Assists the CEO in identifying foundations for solicitation, including preparation of presentations and proposals and in maintaining updated reports of current foundation giving, tracking status of proposals and funding
- Maintain brand management
- Board Retreat development and implementation
- Advisory Committee liaison
- Executive Committee support
- Grant Writing

- Performs other duties as assigned by the CEO

**Preferred Knowledge, Skills, Abilities**

- Strong leadership, communications, writing and presentation skills
- Ability to “close” gifts (salesmanship & relationship-building ability)
- Knowledge of Microsoft Office Suite
- Knowledge of DonorPerfect software
- Knowledge of Adobe software
- Strong community network and ability to form effective relationships with a broad range of individuals and groups
- Grantsmanship

**Minimum Training, Experience, Background and Skills**

- Bachelor’s degree (in marketing, communications, business or nonprofit management preferred)
- Supervisory experience
- Nonprofit experience

**Preferred Training, Experience, Background and Skills**

- Master’s degree preferred (in marketing, communications, business or nonprofit management preferred)
- Certified Fund Raising Executive a plus
- Background as a nonprofit volunteer or managing nonprofit volunteers

**Key Performance Factors**

- Balanced and diversified fund development plan in place
- Annual fund development goals, marketing and public relations goals are met
- New funding sources are developed and current sources maintained
- Donor acknowledgment and recognition plan is in place and effective
- Production of the annual report
- Productive leadership to board Fundraising and Public Relations/Marketing committees