# Susan G komen-charlotte

### Job Description

| Job Title: | Senior Director - Development  |
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| Reports To: | Executive Director |
| Job Status: |  | [x]  Full-time [ ]  Part-time[ ]  Contractor [ ]  Intern | Hours: \_40\_ / week [x]  Exempt [ ]  Nonexempt |
| **Job Purpose:** |
| Responsible for the planning, development, implementation and evaluation of an effective, donor cultivation and solicitation program and an efficient and comprehensive marketing, public relations program under the direction of the Executive Director that will support Komen Charlotte’s financial goals, desired image and continued/increased market share while supporting its mission, policies and strategic organizational goals. Develops and cultivates relationships with significant donors on behalf of the organization and garners frequent positive media attention for the organization. Develops positive working relationships with those in decision making positions within the local and regional media, gaining opportunities for the Executive Director and other professionals to speak to the public. Responsible for the development and management of a comprehensive planned giving program and for the development and implementation of strategies to obtain and oversee foundation, corporate and major donor grants for capital and other special projects. Will have management oversight of signature fundraising events to include Race for the Cure and Laugh for the Cure.  |
| **Responsibilities:** |
| **Identification, cultivation, solicitation and stewardship of major donors*** Develops and carries out strategic development plans.
* Identifies, cultivates and solicits key donors.
* Organizes and supports the cultivation and solicitation efforts of the Executive Director, the Board of Directors and others as appropriate.
* Develops relationships with current and prospective donors.
* Coordinates board giving programs, and supports ongoing tracking and reporting.
* Oversees and manages donor appropriate/timely acknowledgement of gifts and pledges.
* Maintains an on-going focus on the prospect “pipeline” that will support future capital campaigns and special projects.
* Conducts prospect research to identify and analyze the interests of prospective corporate, foundation, and individual donors.
* Identifies and analyzes new fundraising opportunities.
* Oversees the successful planning and implementation of major fundraising events; to include the race for the cure and laugh for the cure.
* Solicits major gifts from prospects assigned by the Executive Director.
* Writes solicitation and cultivation letters, fundraising pieces and articles.

**Marketing and Public Relations in Support of Organization’s Mission/Goals*** Assists the Executive Director in defining and establishing the desired public image for Komen Charlotte.
* Oversees the strategic planning for marketing and provides leadership for the Marketing staff.
* Develops positive and fruitful relationships with area media.
* Manages and enhances media attention, initiation and response.
* Develops broad media attention for fundraising events.
* Oversees development of current materials and information for public presentations.
* Initiates award and public recognition opportunities for the organization, its staff and volunteers.

**Leadership Team*** Participates with Board Executive Committee in overall strategic planning and positioning.
* Assists in the development of annual fundraising plans, goals and budgets in coordination with the board of directors.
* Interfaces with board and other volunteers as assigned.

**Development and implementation of a comprehensive planned giving program*** Identifies and cultivates planned giving prospects.
* Edits and manages the distribution of a planned giving communication/newsletter.
* Develops ongoing cultivation and stewardship plans for “legacy” supporters.

**Assumes responsibility for related duties as required or assigned*** Provides leadership and management of the newly formed Fund Development Team to include staff members in the marketing and events roles.
* Attends fundraising events and shares in the duties performed by the marketing and events team members when necessary. Also represents the Executive Director at major events as required.
* Organizes or participates in other initiatives to promote the mission of the organization and its philanthropy.
* Seek opportunities for professional growth and development.
* Undertake other duties as required to ensure the proper functioning of the team.
* Other duties as assigned outside of development & communications work including but not limited to Komen house operations, with volunteers, and other related activities etc.
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| **Education & Experience:** |
| * A Bachelors Degree is required in business management/marketing, public relations, communications or related field. Master’s degree in related field preferred.
* A minimum of 5 to 10 years of experience with increasing responsibilities in management, preferable in not-for-profit, and familiar with principles of fundraising.
* Experience in developing comprehensive marketing plans.
* Proficiency in Microsoft Office, internet research and donor database software (preferable The Raiser’s Edge) is required.
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| **Key Competencies:** |
| * Serves as a member of the Leadership Team and as such, assists in developing the strategic direction of the organization, developing and managing the organization’s resources and fulfilling the organization’s mission.
* Excellent interpersonal and communication skills (both written and verbal). Strong presentation skills with demonstrated leadership and training skills. Specialized knowledge related to donor relations, planned giving and major gifts fundraising.
* Strong work ethic and passion for Komen Charlotte’s mission. Ability to interact effectively and appropriately with donors, board members, volunteers, staff members and the community.
* Strong problem solving and critical thinking skills. Excellent analytical, organization, communication and planning skills; keen attention to detail; strong customer service orientation. Must be able to organize and prioritize work, be proactive, take initiative, resolve problems, follow through, and simultaneously manage multiple priorities to ensure goals are met in a timely manner. Strong project management abilities. Flexible and innovative for change.
* Ability to interact with media, staff and volunteers. Ability to maintain and project organization’s image in the community.
* Reasoning Ability: Ability to deal with a variety of variables under only limited standardization. Able to interpret various instructions.
* Proven skills in events management with the ability to organize and prioritize within an events based fundraising model.
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| Direct Reports: Director of Marketing & Communications, Events & Volunteers Manager  |
| Employee: |  | Date: |  |
| Director: |  | Date: |  |

**NOTE:** This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the position.

While this is intended to be an accurate reflection of the current position, the Board of Directors reserves the right to revise the position as needed.