



## Director of Development Job Description

**Department:** Development & Marketing  
**Reports to:** Executive Director

**Date:** January 2023  
**Approved by:** Executive Director

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### **Organization Summary:**

Charlotte Speech & Hearing Center (CSHC) is an established community healthcare organization that has served the Charlotte-Mecklenburg region and beyond since 1967. The agency has approximately 25 employees and a budget of \$2.75 million, more than 33% of which is contributed. The remainder is earned revenue including NC Medicaid, health insurance, and contract fees. This is an exciting time to join the CSHC team, as the organization has emerged stronger than ever from the pandemic and is now poised to grow.

### **Position Overview**

CSHC had had a senior-level Director of Development (DOD) since 2017. This position is charged with managing and growing a development team that utilizes best practices and is focused on strategic funding efforts and long-term sustainability. This position oversees CSHC's Marketing and Communications Manager role, which is full time and supports the team with healthcare marketing, digital/social media, outreach and more. Under the leadership of this position, the organization aims to continue to grow its mission through intentional expansion of the contributed portion of our budget over time while maintaining current revenue streams.

This individual will be a member of the Senior Leadership Team and will work in close collaboration with the Executive Director (ED) and Board of Directors to enhance the agency's fundraising activities. Key duties include designing and implementing ongoing donor stewardship and cultivation efforts, cultivating and soliciting major gifts, board and volunteer engagement, grant writing and outcomes management, and special events. The DOD is responsible for overall solicitation of individual, foundation, and corporate gifts and sponsorships; applying for and managing grants; designing and executing special events; and overseeing planned giving as well as any future endowment or capital campaign efforts.

### **Essential Responsibilities and duties:**

1. Develop comprehensive strategies to increase private philanthropy and fundraising for program and non-restricted donations for the organization.
2. Maintain and expand grant funding by contributing to highly-effective grant writing and outcome management, including managing the process of the annual United Way allocation request.
3. Oversee multiple special events throughout the year, including a timed 5k race, to ensure they contribute to the expansion and stewardship of the donor base, increase public awareness, garner corporate support, and raise funds for the organization.
4. Responsible for, via oversight and staff supervision, the maintenance and updating of donor data base and all donor communication/mailings including newsletters and invitations. Develops management reports of key metrics regarding donor information.
5. Develop and implement the appropriate donor recognition and stewardship program.



6. Shares responsibility with ED for public relations that raise visibility and support for the agency, including speaking engagements and high-level community partner relations.
7. Collaborate directly with ED and Board of Directors to facilitate soliciting and securing support for the organization, aid in identifying and recruiting key individuals for the board.
8. Develop and oversee, in concert with the marketing manager, marketing strategy for all departments, in collaboration with other department heads, including annual marketing plan and budget; monitors ROI of all marketing efforts including social media.
9. Responsible for, via oversight and staff supervision, volunteer development and utilization for the organization.
10. Works with ED to maintain positive relationships, strong engagement, and effective communication with Board of Directors; interfaces directly with the Development Committee.
11. Ensure compliance with rules and regulations governing fundraising in North Carolina by a 501(c)(3) organization.

**Other Responsibilities and duties:** Assist in the completion of special projects and assume other appropriate duties at the request of the ED.

**Qualifications:**

- Minimum of a Bachelor's degree in related field
- 5-7 years of work-related experience in cultivating and soliciting major corporations and foundations
- Excellent organization and both analytical and creative problem-solving skills; high degree of initiative, ability to complete detail-oriented tasks, multi-task, and independently utilize project management skills
- Ability to self-manage and work independently with minimal oversight, as well as part of a team
- Ability to manage and supervise another employee(s)
- Strong interpersonal and polished communication skills, written and verbal; ability to interact with all levels in the organization and community
- Strong computer skills including knowledge of Microsoft Office, donor databases, and other common software. Experience with graphic design is desirable.
- Knowledge of marketing strategies, including social media platforms
- Familiarity with United Way allocation and Smart Start contract processes is desirable

**Physical Demands:** The work is primarily administrative in nature. Ability to communicate with small and large groups, light travel including driving, and basic office functions. Additional physical demands include event set-up and clean-up (e.g., moving tables, carrying boxes, hanging signs, etc.)

**Working Conditions:** Work is primarily performed in an office setting that is adequate for performing the above job duties. Minimum of three in-person workdays are required with two remote days optional in a typical work week. Event duties are often off-site and require working outdoors in varying weather conditions.

**Salary and benefits:** Salary range is \$65-80,000 based on experience; benefits include health insurance, generous PTO and paid holidays, STD and LTD insurance, pension and matching retirement plans, among others.

To apply please send your resume and cover letter to [stucker@charlottespeechhearing.com](mailto:stucker@charlottespeechhearing.com).