



Smart Start of Mecklenburg County – Job Description

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| Title of Position: | Philanthropy & Outreach Director |
| Position Type: | Full Time, Exempt |
| Department: | Outreach |
| Reports To: | Chief Advancement Officer |
| Direct Reports: | Program Content Manager, Community Partnership Coordinator (TBD) |

General Information

Organization Overview

Smart Start of Mecklenburg County (Smart Start or SSMC) is a Charlotte-based non-profit that funds local programs for children ages birth to five and their families. The organization is a catalyst for improving the lives of the 85,000+ young children in our community, with a focus on health, family, early education, and literacy. We mobilize resources and forge partnerships to support evidence-based policies, practices, and programs to ensure all children enter kindergarten healthy and ready to succeed.

Smart Start has a budget of over \$35 million comprised of funding from the state of North Carolina, Mecklenburg County, and private donations and grants. SSMC funds approximately 25 programs annually serving over 25,000 young children and their families and administers Mecklenburg County’s MECK Pre-K program, which provides free Pre-K to children in the community. SSMC also operates programs and campaigns internally, including Dolly Parton’s Imagination Library, Guiding Parents to Services, Ready4K, and The Basics Mecklenburg. The organization is also the leader in research, data, convening and collaborating on issues related to children 0-5 in the Greater Charlotte area.

Position Summary

The Philanthropy & Outreach Director works with and leads members of the SSMC Outreach team related to fundraising, outreach, and marketing initiatives. Working closely with the Chief Advancement Officer, this position will plan and execute fundraising activities, manage relationships with related vendors and partners, and ensure cohesive branding, messaging, and representation within the organization and throughout the community. The Philanthropy & Outreach Director is the primary position within the organization focused on external engagements and fundraising activities on behalf of SSMC, proactively seeking opportunities to elevate and expand our reach within the community, aligning with our three core pillars

Essential Duties and Responsibilities

Development & Fundraising

- Manage SSMC’s grant seeking process from foundations and corporations, including researching, writing, and reporting.
- Provide oversight of donor database to include processes, reporting, and data integrity.
- Provide support of the annual Development Plan process and track progress.
- Lead, participate, and provide guidance for cultivation and stewardship activities.





- Lead efforts in fundraising event planning/participation, implementing, and evaluating.
- Lead and implement all annual solicitation campaigns.
- Support CEO/CAO in relationship management for high profile donors.
- Assist in creating and maintaining policies and procedures related to fundraising.

Outreach & Community Engagement

- Represent SSMC in various capacities throughout the community.
- Combine internal outreach efforts; create and/or implement system of engaging and tracking outreach.
- Ensure that all SSMC programs and initiatives are included in outreach efforts.
- Work with other staff in various departments to provide coverage at events.
- Ensure all staff representing SSMC share consistent, cohesive messaging inclusive of all programs.

Marketing & Communications

- Work with communication staff to ensure consistent messaging throughout various programs and across various platforms.
- Provide oversight for communications including online, print, social media, and other methods.
- Manage external vendor relations that provide assistance in marketing and communication efforts.
- Collaborate with other staff to develop annual marketing plan in coordination with events and fundraising, as well as other agency initiatives.
- Explore ways to collaborate and elevate organizations that partner with SSMC.

Staff Leadership & Supervision

- Supervise and lead members of the Outreach team. This includes a fully staffed team, ensuring staff are trained, and providing coaching and feedback timely and appropriately.
- Represent the Outreach team and fundraising initiatives to internal teams and external audiences as needed, including the Development Committee.
- Develop staff capacity through mentoring and training/professional development opportunities.
- Participate in appropriate professional groups, committees, and meetings.
- Establish and maintain cooperative working relationships with internal staff, external vendors, community partners, and others on behalf of SSMC, MPK, and Outreach.
- Develop reports and assist with budgeting as needed/assigned.

Education, Experience, and Other Job Functions

Education and Experience Required for Position

- Bachelor's degree in human services, education, business, communications, or related field preferred but not required.
- Three-five years of direct fundraising experience required.
- Three years of successful experience in a professional setting providing outreach and/or educational services on behalf of children and/or families preferred.
- Previous experience in nonprofit organizations required, and knowledge of early childhood preferred.
- Equivalent education and experience may be considered.



- Valid driver's license and proof of automobile insurance required.
- Must have access to reliable transportation.
- Availability to work a flexible schedule as needed for meetings and events (which may include nights and weekends).

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Specific vision abilities required job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Position Type/Expected Hours of Work

This is a full-time exempt position, with a high degree of flexibility, including remote work opportunities. Occasional evening and weekend work may be required as job duties demand.

Location & Travel

This position is based in Charlotte, NC with a minor amount of travel. Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Smart Start of Mecklenburg County ensures that employment activities are conducted without discrimination against any person on the basis of sex, race, color, religion, national origin, gender, sexual orientation, age, or disability.

Approved by CEO 12/3/24