



## WAYFINDERS

### Director of Development Job Description – June 5, 2024

- Wayfinders' **Mission** is to ignite students' potential by expanding their confidence, connections, and horizons. We achieve this through summer camp experiences, year-round enrichment programs, and mentor relationships for self-motivated, under-resourced students.
- Our **Vision** is that every child, regardless of zip code, has access to transformative life experiences through camp, mentorship, and educational opportunities. In 2023, we served 170 4<sup>th</sup> – 12<sup>th</sup> graders in Mecklenburg County, with 145 mentors supporting our scholars.
- [www.wayfindersnc.org](http://www.wayfindersnc.org)

#### Position Summary:

Reporting to the Executive Director, the Director of Development (DOD) is responsible for developing and executing comprehensive fundraising strategies to support the organization's goals and objectives. The DOD will lead and oversee all aspects of fundraising and donor relations. The ideal candidate will be deeply passionate about the mission and vision of the organization and improving organizational outcomes. They will bring expertise to the position to enhance our fundraising through a variety of strategies. They will have excellent communication skills, business acumen, data analytics skills, superior consultative skills, and problem-solving skills. They will be adept at collaborating with a wide variety of internal and external stakeholders and able to cross cultural boundaries to build and maintain strong working relationships for organizational success. They will be comfortable working with minimal supervision and with extensive latitude for the use of initiative, and they will nurture and exemplify a culture of inclusion, operational excellence, integrity, compassion, and teamwork.

#### Essential Duties & Responsibilities:

##### 1. Development Planning/Grant writing:

- In partnership with the Executive Director (ED) and VP of Fundraising, craft annual development plan outlining strategies to sustain and increase annual support from individuals, foundations, corporations, events, government entities, and other sources.

- Research and apply for appropriate grants from corporate, government, family, and private foundations. Craft all grant application and reporting language and data summaries.
- Work with ED and external consultant to compile and report on annual outcomes measurement.

**2. Individual Fundraising:**

- Oversee all individual donor identification, cultivation, and retention activities.
- Work closely with ED, VP of Fundraising, and board of directors to identify individual donor recruitment strategies and prospects for cultivation.
- Analyze database of current and past individual donors to source prospects for deepening engagement and giving.
- Meet face-to-face with individual donors and donor prospects as identified.

**3. Development Operations:**

- Manage and maintain database of current and potential donors, including individual donors, corporate sponsors, and supporting foundations.
- Assure accurate and timely gift recording, acknowledgements, and recognition of all financial and in-kind donations.
- Manage twice annual direct mail/email campaigns to current and prospective donors (in conjunction with ED and BOD)
- Assist in writing, development, and/or update of annual reports, website materials, and social media content.

**4. Fundraising Events:**

- Manage annual fundraising event, Happy Camper Night, held each fall (in conjunction with executive committee and event committee).
- Manage other fundraising events of which Wayfinders is the beneficiary (with executive committee and events committee).
- Maintain and expand corporate sponsor relationships.

The foregoing description is not intended to and should not be construed to be an exhaustive list of all responsibilities of this job. Other duties may be assigned. This job description may be changed to include new responsibilities and tasks or change existing ones as management deems necessary.

This position will require in-person work for some events and meetings but can be performed remotely at other times. Occasional non-traditional hours may be required for program implementation and observation including some evening and/or weekend commitments. The position reports to the Executive Director, who will conduct an annual performance review.

## **Experience and Skills We're Looking For:**

- Bachelor's Degree from an accredited institution
- 3+ years' experience in external relations or institutional advancement, including development, face-to-face sales, marketing, communications, and events management
- Excellent oral and written communication skills
- Strong leadership, organizational, and strategic thinking skills
- Ability to execute a strategic development plan and, when necessary, turn broad goals into meaningful, actionable tasks
- Ability to make connections easily and create authentic relationships with a wide variety of individuals and groups
- Solid analytical skills and basic understanding of financial levers
- Strong computer skills, including but not limited to Word, Excel, PowerPoint, email and contact management, CRM tools, and file sharing systems
- Ability to work independently and collaboratively
- Passion for the work of Wayfinders
- Ability to represent Wayfinders to the public

## **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit; use hands to handle, feel, and keyboard; reach with hands and arms; and talk or hear. The employee is occasionally required to stand for long periods of time, walk, stoop, kneel, or bend. The employee must occasionally be able to lift and/or move up to 20 lbs.

## **Compensation and Benefits:**

This is a full-time, exempt position. The salary range is \$65,000 – \$75,000, depending on experience and qualifications. Wayfinders offers full-time employees a stipend in lieu of healthcare benefits; a 401(k) with a 3% match; and generous paid, vacation, holiday, and sick leave. This position is also eligible for an annual performance bonus.

Wayfinders provides equal employment opportunity without regard to race, color, gender, gender-identity/expression, age, disability, religion, national origin, marital status, sexual orientation, ancestry, or political belief or activity.

To apply, please send your resume and a brief introduction to Mollie James, Executive Director, [info@wayfindersnc.org](mailto:info@wayfindersnc.org). Applications will be accepted until July 15, 2024.