

Metrolina Associate for the Blind – Director of Advancement, Marketing & Development – Charlotte, NC 28204

Metrolina Association for the Blind (MAB) founded in 1934 is a non-profit agency located in Charlotte, NC. MAB provides a wide array of rehabilitative and accessible printing services. The mission of the company is to reduce or eliminate the daily living challenges imposed upon people by blindness or visual impairment.

We are searching for a full-time Director of Advancement to work in our Charlotte office. This important role will work as a critical member of the Advancement Team and carries broad responsibilities by supporting fundraising and marketing efforts to increase annual revenue and organizational capacity.

Salary range: \$59,000 - \$63,000 annually

EOE

Local candidates only at this time!

Job Summary:

The Metrolina Association for the Blind's Director of Annual Giving and Advancement reports to the Sr. Vice President of Advancement and is a key member of the Advancement Team. This position is responsible for contributing to the success and sustainability of MAB, focusing on restricted and unrestricted contributed revenue generated through annual giving campaigns, virtual and phone calls, face to face meetings, and written communications, to identify, cultivate, solicit and steward current, lapsed and prospective donors.

Essential Functions:

Direct and administer all aspects of annual giving to include:

- Collaborate with the SVP of Advancement to set overall goal for annual giving; create tactical plans to meet goals and objectives.
- Create, implement, and evaluate strategies that lead to the growth and sustainability of the annual giving program and align with donor cultivation and stewardship goals.
- Segment donor groups and cultivate and solicit appropriately, increasing donor retention.
- Focus on monthly donors and creating a Giving Society to increase monthly contributions.
- Responsible for the creation of written materials and brochures, particularly direct mail and marketing materials and donor correspondence, working with the team and an outside marketing and print vendor.
- Identify and lead face-to-face solicitation of donors capable of making annual and major gifts.
- Plan and execute an acquisition campaign to increase gifts to annual giving campaign.
- Manage and assist with activities related to annual fund, campaigns, and appeals.
- Represent the organization at speaking engagements, including civic organizations, corporate activities, employee giving events, and other organized and coordinated fundraising activities.
- Identifies major gift prospects by evaluating giving patterns, propensity to give, and ability.
- Participate in prospecting, researching, and brainstorming with development, leadership and clinical team.
- Creates unique, positive, memorable experiences for donors, volunteers, supporters, and manage third party and MAB sponsored events.
- Responsible for providing accurate and up to date donor information and donor activity in Bloomerang and Hubspot.
- Provide courteous and prompt service to all internal and external partners.

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- Prioritize and address requests and assignments in a professional manner to develop cooperative relationships and to ensure that donor confidentiality is assured.
- Participate in identifying, prospecting and brainstorming with development, leadership and clinical team.
- Collaborating with the clinical team, plan and participate in clinic tours and discussions with donors, prospects, and other visitors.

Professional Qualifications:

This position requires the ability to perform all essential job duties satisfactorily with or without reasonable accommodations.

Education and/or Experience:

Bachelor's degree from an accredited university; demonstrated success in sales, fundraising or customer/business development. Three to five years of nonprofit fundraising in a professional office environment. Bloomerang and Hubspot experience a plus!

Knowledge, Skills, and Ability:

- Uses technology to increase productivity; Keeps technical skills up to date.
- Communicates and clearly expresses ideas and thoughts written and verbally and exhibits good listening and comprehension.
- Relationship Building: Builds rapport up, down, and across the organization, including clinical staff; establishes collaborative relationships to achieve objectives.
- Develops network of professional contacts and represents the organization in the community through events, speaking engagements, and networking.
- Displays empathy and tolerates diverse viewpoints and inclusiveness; maintains a calm and professional demeanor to all internal and external partners.
- Responds promptly to donor needs and requests for assistance.
- Incorporates donor and volunteer feedback to improve service to internal and external constituents.
- Exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; supports everyone's efforts to succeed.
- Follows policies and procedures.
- Completes tasks correctly and on time; supports MAB's goals, values, and mission.
- strives to continuously build knowledge and skills.
- Adjusts quickly and effectively to changing conditions and demands.
- Ability to focus and follow through.
- Simultaneously handles multiple assignments; prioritizes work activities; uses time efficiently;
- Quality: Maintains accuracy and thoroughness; looks for ways to promote quality, while increasing productivity at the same time; monitors own work to ensure timeliness and quality.

Leadership and Management Responsibility:

- Maintain all activities related to annual giving.
- Collaboration with all members of the Advancement Team.

Please send resumes with a cover letter to krech@mabnc.org; no phone calls please.