

**FLSA Status:** Exempt  
**Prepared By:** Margaret Creighton  
**Job Title:** Director of Development  
**Reports To:** President/CEO  
**Location:** Oklahoma City, OK  
**Prepared Date:** 6/2/2009 (Updated 01/2011, 07/2013, 05/2015, 10/16/17, 7/26/2021, 7/11/2023)

### **Summary:**

The Director of Development is responsible for all fundraising and marketing efforts of Positive Tomorrows. The Director of Development creates and oversees the implementation of a strategic approach to fundraising and marketing which may include major gifts, corporate donations, grant solicitation, special events, in-kind resources, publications, and PR efforts. The Director of Development works under the oversight of the President and oversees the Volunteer Coordinator, the Communications Manager, Database and Grants Specialist, and the Development Associate.

### **Essential Duties and Responsibilities:**

#### ***1. Plan fund development activities:***

- Collaborate with the President/CEO and Board of Directors to structure and manage a fund development plan to support the strategic direction of the organization
- Implement the fund development plans in accordance with ethical fundraising principles
- Monitor trends in the community and adapt fundraising strategies as necessary
- Develop policies and procedures which reflect best fundraising practices

#### ***2. Organize and implement fund development activities:***

- Develop and manage timelines for various fundraising activities to ensure strategic plans and critical fundraising processes are carried out in a timely manner
- Plan and manage opportunities for President/CEO to participate in fundraising activities
- Prepare and submit grant applications as outlined in the fund development plan
- Responsible for United Way applications, data prep and analysis
- Oversee the planning and execution of special fundraising events
- Identify and develop corporate, community and individual prospects for the organization's fundraising priorities
- Oversee the administration of a donor mailing list and database which respects the privacy and confidentiality of donor information
- Oversees donor stewardship, pledge reminders, in-kind donations & other processes
- Work with President, Board of Directors and Volunteer Coordinator to engage volunteers for special fund development projects

### ***3. Analyze and improve fund development activities:***

- Monitor and evaluate all fundraising activities to ensure that the fundraising goals are being achieved
- Prepare regular reports on progress, budgets, receipts and expenditure related to fundraising and the management of the fund development activities
- Monitor fundraising expenses and recommend changes as necessary

### ***4. Promote Positive Tomorrows within the community:***

- Foster an understanding of philanthropy within the organization, gaining support from co-workers and volunteers
- Develop a comprehensive communication plan to promote the organization to its donors and maximize public awareness of the fundraising activities of the organization
- Leads and participates in tours of the facility, agency presentations and speaking engagements for donors, prospects and members of the general public
- Oversee the design, printing and distribution of marketing and communication materials for development efforts
- Assist President/CEO in building relationships with community stakeholders to advance the mission and fundraising goals of the organization

### ***5. Manage staff for successful operation of the department, in line with organizational culture.***

- Report monthly updates at staff meeting.

### ***6. Other responsibilities as assigned by President.***

## **Knowledge, Skills and Abilities**

- Knowledge of fundraising management
- Knowledge of federal and state legislation affecting charities
- Knowledge of special events planning and management
- Knowledge of technology within a fundraising environment (i.e. database, social media, reporting)
- Understanding of Benevon model of fundraising preferred.

### ***Proficiency in the use of technology:***

- Fund raising software, databases, etc.
- Microsoft Office, particularly Word, Excel, Outlook
- Use of web pages, on-line surveys, email solicitations
- Use of social media, such as Facebook, X (Twitter), LinedIn, etc.

### ***Personal Characteristics:***

- Person of exemplary character who is deeply committed to Positive Tomorrows' mission.
- Takes responsibility for financial wellbeing of the agency and for meeting goals and deadlines.
- Possesses above average written and oral communication skills.
- Flexible, well organized and able to reorder priorities in response to new opportunities, needs, or unexpected obstacles. Takes initiative.
- Collaborative, open and inclusive.
- Able to excel in a dynamic work setting with multiple projects and pressured deadlines.
- Able to establish and maintain effective internal and external working relationships.
- Leader and a positive role model for staff.
- Anticipate, understand, and respond to the needs of donors to meet or exceed their expectations.
- Works cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Set priorities, develop a work schedule, monitor progress towards goals, and track details, data,

- information and activities. Think critically and analyze situations.
- Able to analyze effectiveness of efforts, gathers and processes relevant information, makes recommendations and/or resolve the problem.

### **Competency:**

To perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Collects and researches data.
- Interpersonal - Maintains confidentiality; Remains open to others' ideas and tries new things.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; Demonstrates group presentation skills.
- Team Work - Able to build morale and group commitments to goals and objectives.
- Written Communication - Writes clearly and informatively.
- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities.
- Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Adapts strategy to changing conditions.
- Adaptability - Manages competing demands; Able to deal with frequent change, delays, or unexpected events.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- Quantity - Completes work in timely manner.

### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education/Experience:**

University degree and 3-5 years experience in nonprofit fundraising required. Degree or specialized training in marketing or business preferred.

### **Language Ability:**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of

managers, clients, customers, and the general public.

**Math Ability:**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**Reasoning Ability:**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills:**

To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Internet software; Project Management software and Database software.

**Certificates and Licenses:**

University degree

**Supervisory Responsibilities:**

Supervises Communications Manager, Volunteer Coordinator, Database and Grants Specialist and Development Associate.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential 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 exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

**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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must be willing to work flexible hours, including evenings and weekends.

Must have vision and auditory abilities to operate office equipment listed above.

Must possess a valid Oklahoma Driver's license, have reliable transportation and the ability to drive.

Must be able to carry 25 pounds and carry a display board to presentations.

Employee Name: \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Supervisor Name: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_

Date: \_\_\_\_\_