

AN ACHIEVABLE DREAM, INC.
JOB DESCRIPTION

JOB TITLE: DIRECTOR OF DEVELOPMENT AND SPECIAL EVENTS
DEPARTMENT: AN ACHIEVABLE DREAM, INC.
REPORTS TO: VICE PRESIDENT, DEVELOPMENT AND COMMUNICATIONS
DATE: MARCH 2018

JOB DESCRIPTION SUMMARY:

Assist the Vice President, Development and Communications in all fundraising activities, specifically leading An Achievable Dream special events including a 900+ person annual gala. Director fundraising duties also include private and public grants, corporate support, annual fund, fundraising events, and donor relations. Supports the overall activities of the organization to include donor, visitor and sponsor tours of the schools, special projects, special events, strategic planning and communications. Communicates and promotes the activities and successes of An Achievable Dream to all its constituents. Assist with development of marketing materials targeted to specific constituent groups. Supports the development efforts by researching prospective individual and corporate donors; manage the implementation of direct mail and individual giving mail campaigns including drafting materials and assisting with donor recognition efforts.

EXPECTATIONS FOR ALL EMPLOYEES:

Support the organization's mission, vision, and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, commitment to our community, and accountability and ownership.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Development Strategy

- Assists the Vice President, Development and Communications with the creation and implementation of the annual development plan strategy.
- Lead and coordinate specific initiatives in the annual development strategy for the year and achieve the intended results.

Special Events

- Create plans and lead the implementation of special events - including major annual galas of 900+, donor cultivation events, volunteer events, and more.
- Work in collaboration with the PR and Marketing Manager on event themes, communication, and outreach.
- Manage and oversee event teams responsible for the execution of special events and all event logistics.
- Manages relationships and coordinates with all vendors and consultants prior to, during and after special events.
- Develops and manages event program, coordinate with speakers, manage timeline for successful program.
- Develops and manages special event budgets including revenue generated and event expenses.
- Oversees post-event coordination including debrief meetings, thank yous, reporting, etc.
- Cultivates live and silent auction items for major annual galas.
- Develops and manages community partnerships.

Donor Relations and Fundraising

- Cultivate new relationships and grow community partnerships to build An Achievable Dream's visibility, impact and financial resources.
- Meet with current and prospective donors on a continual basis to establish a strong relationship with them and maintain their support of An Achievable Dream.
- Oversee prospect research of new individual, corporate, or foundation donor prospects.
- Successfully achieve an annual fundraising goal for donors giving up to \$10,000 including retaining current donors and acquiring new donors.
- Share An Achievable Dream with new donor prospects through outreach and leading tours of the school(s).
- Lead AAD's Dream Club program to secure monthly, recurring donations including making Dream Club presentations to corporations and cultivating Dream Club members so they remain part of the Dream Club.
- Under the direction of the Vice President, Development and Communications write grant proposals and produce grant reports for corporate, foundation and government funders.

Campaigns and Outreach

- In conjunction with the Vice President, Development and Communications, and PR and Marketing Manager, create marketing materials, social media and other campaigns to support the overall fundraising strategy of An Achievable Dream.
- Assist on all aspects of An Achievable Dream fundraising campaign efforts including developing a campaign concept, developing and managing mailing lists, coordinating with outside vendors, and campaign follow up.
- Assist the Vice President, Development and Communications in promoting An Achievable Dream to key stakeholders, focusing on a strategy that expands the target audience through community relations, board involvement, speaking engagements, correspondence and charitable events.

EDUCATION AND EXPERIENCE:

- College degree in nonprofit leadership, communications, public relations, marketing, business or related field
- 5-10 years of fundraising, special events planning, public relations, prospecting, business development and negotiation experience.

QUALIFICATIONS:

- Persuasive writing, strong verbal communication and the ability to interact effectively with all levels of constituents.
- High energy and maturity with the ability to serve as a “message unifier” and to position communications and discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, students and families and other supporters.
- Articulate, professional demeanor with strong self-confidence and initiative.
- Enthusiasm and passion to communicate the vision and mission of An Achievable Dream to internal and external constituents.
- Knowledge and familiarity with databases, research techniques and fundraising information sources for fundraising prospect research.
- Excellent communication skills both written and oral with the ability to transform ideas into text.
- Ability to work collaboratively with staff and faculty.
- Ability to manage multiple projects independently
- Self-starter, proactive, flexible, independent but also a team player.
- Experience working with non-profit organizations.
- Ability to work both on broad-based strategy and everyday details.
- Ability to prioritize tasks and meet strict deadlines is critical.
- Ability to be flexible and adapt to changing priorities.

GENERAL INFORMATION:

- The above statements are intended to describe the general nature, expectations and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.

LICENSES/CERTIFICATIONS:

- Drivers License

TECHNICAL SKILLS:

- Proficient in Microsoft Office
- Knowledge of Raiser's Edge database or other donor software is highly preferred.

WORKING CONDITIONS:

- Work is normally performed in a typical interior/office work environment.

PHYSICAL EFFORT:

- None or very limited physical effort required.

ENVIRONMENTAL CONDITIONS:

- None or very limited exposure to physical risk.