



POSITION DESCRIPTION

Position Title: Director of Fundraising and Community Outreach

Position summary:

The Marketing & Development Director serves as the fundraising leader for Hospice House of Hampton Roads (HHHR) and plays a highly visible role in raising dollars and marketing the hospice services to the community. This position is responsible for creating, implementing and managing all fundraising and donor relationship activities as well as implementing a comprehensive marketing plan to maintain full census to meet budget requirements. In partnership with the Board of Directors, the Marketing & Development Director will lead the effort to position HHHR as a philanthropic destination with current and prospective donors. The Director must build donor confidence in HHHR's plans in order to secure major gifts and increase annual donations. This position will also oversee the management and execution of our campaign effort, already in progress, working in close conjunction with the board and volunteers.

Essential Functions:

- Manage portfolio of current and prospective donors. Conduct two to four in-person donor visits per week.
- Identify, cultivate, solicit and steward donors and prospects for both capital campaign and annual support.
- Lead effort to engage the Board of Directors in fundraising and any necessary marketing activities.
- Create and implement a comprehensive annual development plan to support the short- and long-term philanthropic needs of the organization.
- Develop annual departmental budget, ensuring alignment with strategies and tactics outlined in development plan, and create and monitor reports on a monthly basis. Provide timely forecasting of expected results.
- Craft fundraising proposals for individuals, corporations and foundations for both annual and campaign priorities.
- Plan, manage and execute cultivation, stewardship and other fundraising events.
- Ensure donor data is accurate and entered in a timely manner into donor software, including gift processing, gift acknowledgements, donor records, contact reports and mailing lists.
- Develop and implement fundraising policies and processes for HHHR.
- Develop and maintain contact with key, targeted referral sources to generate new marketing referrals.
- Create and implement a marketing plan to achieve monthly census goals as directed by the HHHR Director.



- Develop and coordinate community outreach efforts and education opportunities to help the community understand what the Hospice House does and who we serve to help meet our census goals.
- Create and collaborate with the team on all marketing collateral, including the website.
- Performs specific other duties or tasks as may be assigned by executive leadership to advance the mission and support of HHR.

Knowledge and Experience:

- Required - Bachelor's degree from accredited college/university.
- Required - 5+ years of experience and documented success in fundraising and marketing.
- Required - Demonstrated experience in building strong relationships with donors and community partners.
- Preferred - Demonstrated experience managing and executing capital campaigns.
- Preferred - Demonstrated experience in marketing activities.
- Preferred - Demonstrated experience working with boards, committees and volunteer fundraisers.
- Preferred - Working knowledge of fundraising software, google, social media platforms and industry-specific tools.
- Commitment to HHR's mission.

Skills and Abilities:

- Excellent written and verbal communication and presentation skills.
- Ability to think strategically and creatively about opportunities to raise funds, manage competing priorities and work well with other staff and volunteers.
- Demonstrated ability to build deep, productive relationships and strongly influence internal and external stakeholders at all levels.
- Demonstrated ability to enhance community engagement and strengthen HHR's visibility.
- Strong organizational and time management skills with exceptional attention to detail.
- Ability to take initiative and work independently in a deadline-driven environment.
- Ability to understand the needs and challenges of others, including executive and volunteer leadership.

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