

Director of Development and Public Relations
Better Basics, Inc.
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Director of Development and Public Relations

Position Objective

The Development Director will be responsible for leading all ongoing fundraising and operational needs, including, but not limited to, maintaining and cultivating relationships with major donors, planning and executing annual fundraising events, establishing plans to develop alternative revenue streams, and building endowment for future funding.

The Development Director provides leadership toward the achievement of revenue development goals in line with Better Basics' vision and needs. He/she maintains public awareness of Better Basics through virtual platforms.

Qualifications and Experience

- Bachelor's degree required
- Proven experience in all aspects of fundraising and event management logistics
- Excellent oral and written communication skills (Provide a writing sample)
- Grant writing experience required
- Willingness to travel locally and throughout the state
- Requires periodic work on nights and weekends
- Proven leadership and ability to drive teams
- Ability to supervise people and strengthen their growth toward leadership

Development Responsibilities

- Plans, identifies, researches, and leads the solicitation of prospective donors
- Cultivates relationships with individuals, corporations, and foundations
- Maintains donor database with current information and oversees the reconciliation of donor financial information
- Develops strategies for building and solidifying external relations
- Works in conjunction with the Executive Director as well as with the Board of Directors to develop annual and long-range fundraising goals
- Works with the Executive Director, Finance Director, and the Board of Directors to ensure the generation of income through all available resources to support the annual operating budget
- Secures in-kind support and sponsorships for events and programs
- Builds endowment by pursuing estate planned gifts
- Oversees the receipt and acknowledgment of gifts in coordination with the Finance Director and the Executive Director



- Generates reports for the Development Committee of the Board of Directors, Executive Director, Finance Director, and Director of Programs
- Oversees electronic fund development/contact management software
- Regularly meets with the Director of Programs concerning program funding

Responsibilities Involving Grants

- Manages and actively participates in regular Grant Team meetings
- Develops and follows a plan for editing and revising grants with the Grants Coordinator
- Maintains a current grant calendar which reflects content for grants, internal due dates, actual due dates, submission dates, and whether or not income was received
- Collaborates with the Grants Coordinator regularly to ensure that grant timelines are met and new grants are considered
- Maintains communication with the Executive Director and the Development Committee of the Board of Directors about grant timelines and status of grants received

Responsibilities Involving Public Relations

- Develops and maintains all fundraising materials and publications, including the Annual Report and annual brochures, two appeal letters per year (December and May), and quarterly newsletters (electronic and mailed)
- Oversees, manages, and actively participates in regular meetings with the Public Relations Assistant
- Oversees social media communications/content, which includes developing a communications calendar with specific posts for each day throughout the year

Responsibilities Involving Better Basics' Junior Board

- Oversees and attends Junior Board meetings and events
- Relays Junior Board information to Better Basics staff members via email/newsletter

Responsibilities Involving Partners

- Aids in the compilation of the United Way Allocation Application as well as development of a presentation, which includes speakers, for the United Way's Visiting Allocation Team
- Maintains an ongoing relationship with all partners, including individuals on our Partnership Council

Supervisory Responsibilities

- Coordinates and oversees the duties and responsibilities of the
 - Grants Coordinator
 - Public Relations Assistant
 - Administrative Assistant

General

- Manages employee performance and provides monthly feedback
- Assists Executive Director and other staff members as needed
- Follows all office procedures
- Attends all required meetings

For more information on how to apply for this position, please visit www.betterbasics.org/employment.