



Director of Philanthropy

Job Title: Director of Philanthropy
Reports To: Vice President of Philanthropy
Supervises: Special Events and Communications Officer
FLSA Status: Exempt
Department: Development & External Affairs

Summary

The Director of Philanthropy is a well-rounded fundraising professional who supports the core operations of the Development Department with specific oversight of annual giving, special events management, marketing and communications. The Director of Philanthropy is responsible for guiding and overseeing a comprehensive and integrated annual giving program, including appeals (direct mail, digital, and phone). They will develop a coordinated matrix of communication and solicitation strategies involving personal visitation, direct mail, email, phone, social media, and volunteer engagement; all focused on shaping a sustainable program of support, acquiring new donors, and increasing current donors' giving. In addition, the Director of Philanthropy will provide leadership and management of organizational efforts related to special events including the annual gala. The Director of Philanthropy will also provide leadership, oversight and management of marketing and communications for the agency.

Primary Responsibilities

***Annual Giving (40%)**

- Build and grow a portfolio of mid-tier donors (giving up to \$2,500) through identification, cultivation, solicitation, and stewardship efforts and seek to identify and grow major gift prospects.
- Plan a yearlong integrated direct mail and online giving program with targeted and innovative strategies.
- Lead all components of the direct mail program: copy writing, design, data segmentation, and direct mail vendor oversight.
- Identify, plan, and execute special giving campaigns that contribute to annual giving goals.
- Create a schedule of contacts with donors with individualized donor plans, and execute creative strategies that deepen engagement and increase giving levels.
- Conduct tours with donors and prospective donors to increase awareness of Serving Seniors.
- In collaboration with the Director of Activities & Volunteers, develop and implement a volunteer cultivation plan with a goal of converting volunteers to donors.
- Provide post-campaign analysis and report to the VP of Philanthropy.

***Special Events Management (35%)**

- Design and manage a calendar of donor stewardship and cultivation events with the Special Events & Communications Officer.
- Lead the planning of the annual gala, overseeing all event preparation and logistics and ensuring completion of essential tasks.
- Staff Board Committees and lead Gala Committee meetings.

***Marketing and Communications (25%)**



- Develop and manage an annual marketing and communications plan that supports/reinforces a strong brand position for the agency.
- Lead the strategy development and creation, content writing, tracking, and reporting for all of Serving Seniors' social media platforms, website, and online presence to increase awareness, engagement, and revenue.
- Manage the creation/updating of all print collateral materials, outreach/promotional materials, social media strategy, e-newsletters, and other marketing materials.
- Assist in the review of press releases and other marketing content.

*Supervise the Special Events and Communications Officer

* Other duties and tasks may be assigned as needed.

Education/Experience

- Bachelor's Degree in English, marketing/communications, business, or a related field required. Master's degree preferred.
- A minimum of 4-6 years of fundraising experience required, including 3 years of annual giving and 2-3 years of nonprofit marketing and communications.
- Track record of successfully raising funds and growing the donor base.
- Experience contributing to or leading events with 300+ attendees.
- Progressive experience in marketing, communications and social media management.

Knowledge & Skills

- Advanced Microsoft Suite (Outlook, Word, Excel, PowerPoint); Adobe Creative Suite a plus
- Sophisticated understanding of the core principles of annual giving including retention, segmentation, LYBUNTs, upgrades, and the donor pipeline
- Experience with donor database programs (DonorPerfect preferred)
- Superior analytical, verbal, and written communication skills
- Proven project management, administrative and organizational skills
- Demonstrated use of sound judgment and tact
- Maintains confidentiality and uses diplomacy
- Successful self-governance (multitasking, meets deadlines, works independently)
- Strong organizational skills and exceptional attention to detail
- Develop and maintains productive working relationships with: fellow staff; board members; prospective and current donors; vendors; suppliers, and consultants
- Team player who can work cooperatively with all staff toward common goals
- Comfort with face-to-face fundraising

Physical Demands and Work Environment

Physical Demands:

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this



job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Work Environment:

While performing the duties of this job, the employee is regularly exposed to normal risks of working in an office environment (e.g., risks due to heavy computer use).