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# Development Director

Women's Foundation for a Greater Memphis  
Memphis, TN

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**Development Director**

**Women's Foundation for a Greater Memphis**

Reports to: Chief Executive Officer

Location: Memphis, TN

Salary Range: \$90,000 – \$110,000 / year

Status: Full-Time, Exempt

## Position Summary

The Development Director provides strategic leadership for comprehensive, multi-year fundraising programs that advance WFGM's mission, sustainability, and long-range institutional goals. As WFGM continues to grow, this role is responsible for building a cohesive development strategy that balances annual fund performance, donor stewardship, campaign execution, and organizational readiness.

The Development Director partners closely with the Chief Executive Officer, Chief Operating Officer, Board of Directors, senior leadership, and cross-functional teams to strengthen fundraising infrastructure, cultivate meaningful donor relationships, and ensure fundraising practices remain mission-centered, data-informed, and values-driven.

## Key Responsibilities

## **Strategic Fundraising Leadership**

- Design and execute an integrated, multi-year development strategy that aligns annual fund needs, campaign priorities, donor engagement, and long-term organizational sustainability.
- Lead the evolution and stabilization of the development function during periods of organizational growth or change.
- Serve as a strategic advisor to the CEO and Board on fundraising performance, donor trends, and institutional opportunities.
- Balance revenue targets with a relationship-centered fundraising culture that prioritizes trust, impact, and long-term engagement.

## **Donor Strategy, Stewardship, and Segmentation**

- Build and manage a diversified donor pipeline, including major, mid-level, individual, corporate, and foundation supporters.
- Use donor segmentation, audience insights, and giving behavior to tailor messaging, solicitation strategies, and stewardship experiences.
- Partner with Communications and Programs to translate program outcomes into compelling donor-ready narratives, case statements, and campaign materials.
- Navigate complex donor, board, and stakeholder relationships with professionalism, diplomacy, and clarity.

## **Campaigns, Events, and Cultivation**

- Oversee community-facing, brand-defining fundraising events to ensure they are mission-aligned, financially sound, and leveraged for donor cultivation and stewardship.
- Lead or support multi-year campaigns, special initiatives, and project-based fundraising efforts.
- Evaluate event performance and donor conversion strategies to strengthen pipelines beyond event-based giving.

## **Data, Systems, and Performance Management**

- Build and maintain a data-informed development program, using metrics and dashboards to track performance, identify trends, and guide decision-making.
- Oversee CRM and donor database strategy, including implementation, optimization, and ongoing data governance.
- Establish clear systems, controls, and workflows for gift processing, reporting accuracy, compliance, and confidentiality.
- Monitor and report progress toward revenue goals, donor retention, pipeline health, and campaign benchmarks.

## **Cross-Functional Collaboration**

- Partner closely with Finance, Programs, Grants, and Communications to ensure alignment across budgeting, grant deliverables, donor reporting, and messaging.
- Coordinate fundraising calendars and priorities during peak periods with multiple concurrent campaigns and deadlines.
- Strengthen internal workflows to improve efficiency, clarity, and accountability across development operations.

## **Team Leadership and Talent Development**

- Supervise, mentor, and coach development staff and volunteers, fostering a culture of learning, accountability, and collaboration.
- Provide clear expectations, feedback, and professional development opportunities for emerging talent.
- Lead with a leadership style that emphasizes alignment, transparency, and shared ownership of outcomes.

## **Board Engagement**

- Partner with the Board Development Committee to deepen board engagement in fundraising.
- Equip and support board members with tools, training, and confidence to serve as effective ambassadors and donor partners.

## **Qualifications**

- Bachelor's degree required; advanced degree and/or CFRE preferred.
- Minimum of 7 years of progressive experience in nonprofit development, including major gifts, campaigns, and team leadership.
- Demonstrated experience strengthening or scaling the development function.
- Strong strategic thinker with the ability to translate vision into actionable plans and measurable results.
- Proven experience using CRM systems, donor analytics, and performance metrics to guide fundraising strategy.
- Excellent written and verbal communication skills, including donor communications, case development, and grant writing.

- Collaborative leader with a commitment to ethical, mission-centered fundraising.
- Passion for WFGM's mission and values.

## Compensation and Benefits

- Competitive salary, commensurate with experience
- Health, dental, and vision insurance
- Retirement plan with matching and paid time off

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