



JOB DESCRIPTION Development Director

PRIMARY PURPOSE + FUNCTION

The role of the Development Director is critical in communicating and championing the mission of Affinity Mentoring with potential and existing supporters. This position is responsible for the implementation of the advancement strategy of Affinity Mentoring- including clearly articulating the role of mentoring, building volunteer/donor/partner relationships and acquiring public and private funding. In addition, this role will be key in planning and implementing Affinity Mentoring's branding and marketing strategies.

QUALIFICATIONS + EXPERIENCE

Required

- Minimum of a Bachelors degree
- 2+ years of experience working in fundraising and other development, having a proven track record of achieving revenue goals
- Exhibit understanding of the community's nonprofit and donor framework
- Exceptional interpersonal and communication skills [verbal and written] with diverse audiences and experience speaking in front of groups
- Skilled in event planning and project management
- Demonstrated ability to solve problems, analyze systems and data, and make suggestions for improvement
- Ability to work independently with an attitude of healthy interdependence on others
- Well versed/skilled in marketing/development strategies and software
- Access to reliable personal vehicle
- Able to pass all required background checks and driving record
- Able to work in all weather conditions
- Able to perform moderate physical work

Preferred

- Basic understanding of youth development and/or mentoring
- Experienced in grant writing
- Highly networked in West Michigan and among national organizations and individuals having support potential

SPECIFIC RESPONSIBILITIES

1. Development
 - A. Work with the Board, appropriate subcommittees and leadership staff to establish a culture of philanthropy and achieve the organizations annual fundraising goals
 - B. Direct a fundraising plan (achieving individual goals within a \$370,000+ annual budget) by engaging individual, corporate and community groups. Including but not limited to semi-annual appeals, group tours, grant writing, major donor support, corporate matches, direct mailings and third party events.
 - C. Develop, facilitate and manage development initiatives [i.e., mentoring sponsorships, corporate partnerships, etc.]
 - D. Lead the planning and execution of 1-2 fundraising events per year
 - E. Attend area-wide networking events and activities for relationship building and to assess interest in supporting Affinity Mentoring
 - F. Implement, and manage donor/volunteer recognition and follow up process
 - G. Provide tours, introductions to staff, etc. for fostering heightened awareness and engagement
 - H. Attend Affinity Mentoring program events and other pertinent school or partner events



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- I. Identify and communicate appropriate trends and donor activity on a scheduled periodic basis (including semi-annual analysis of donor attrition, retention, and tactics)
2. Communications
 - A. Develop and implement marketing and communication strategies (newsletters, e-mail communications, social media, other electronic and print) for intentional and targeted delivery and consistent brand development
 - B. Maintain regular, effective, productive communication with both internal (youth, mentors, volunteers, staff, board, etc.) and external (foundations, businesses, donors, partners, etc.) groups
 - C. Cultivate deeper relationships amongst volunteer and donor groups
3. Develop and supervise staff/volunteers/interns as appropriate
4. Support other initiatives, strategies and duties as assigned by the Executive Director

POSITION DETAILS

Team Leader: Executive Director
FLSA Status: Salaried, exempt
Position Status: 40+ hours weekly [flexible scheduling, including 8-10 evening and/or weekend hours per month]

EQUAL OPPORTUNITY EMPLOYMENT:

Affinity Mentoring seeks to insure and provide equal opportunity for all persons seeking employment without regard to race, color, nationality, religion/culture, gender identity/expression, sex, marital status, sexual orientation, socioeconomic status, military status, or disability.