



PRIMARY PURPOSE + FUNCTION

The role of the Development and Communications 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. This includes: preparing comprehensive fundraising plans, motivating and coordinating efforts of board members, volunteers, and staff in fundraising activities; and educating, cultivating, and soliciting donors and prospects.

QUALIFICATIONS + EXPERIENCE

Required

- 2+ years of experience working in fundraising, development, and/or communications at a director or management level, 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 as an organizational leader
- 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 (wordpress, canva, donor data software, mailchimp, etc.)
- Access to reliable transportation
- Able to pass all required background checks and driving record

Preferred

- Bachelor's degree in related field
- 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
- Preferred bilingual and/or proficient in writing and speaking Spanish

SPECIFIC RESPONSIBILITIES

- Development
 - Work with the Board, appropriate subcommittees and leadership staff to establish a culture of philanthropy and achieve the organization's annual fundraising goals
 - Direct a fundraising plan (achieving individual goals within the 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
 - Develop and oversee the implementation of the organization's comprehensive Advancement Plan which includes individual giving campaign, recurring giving program,

- corporate sponsorships, foundation grants, major gifts, planned giving, and special campaigns and fundraising events/galas
 - Develop, facilitate and manage development initiatives [i.e., mentoring sponsorships, corporate partnerships, etc.]
 - Identify, cultivate, solicit, steward, and recognize donors and prospects
 - Oversee and manage donor tracking system to ensure accountability and support long-term goals
 - Oversee and build Donor Stewardship Committee and Events Committee
 - Lead the planning and execution of 1-2 fundraising events per year
 - Attend area-wide networking events and activities for relationship building and to assess interest in supporting Affinity Mentoring
 - Implement, and manage donor/volunteer recognition and follow up process
 - Provide tours, introductions to staff, etc. for fostering heightened awareness and engagement
 - Attend Affinity Mentoring program events and other pertinent school or partner events
 - Identify and communicate appropriate trends and donor activity on a scheduled periodic basis (including semi-annual analysis of donor attrition, retention, and tactics)
 - Engage the ED, board members, and staff in strategic conversations and activities tied to planning and securing philanthropic funds
 - Work closely with the ED organize and focus the work of volunteer committees
 - Assist ED and others with identifying and setting up meetings with key donors/prospects
- Communications
 - Develop and implement Affinity's comprehensive communications plan (newsletters, e-mail communications, social media, print materials, website, blogs, annual report and other electronic and print) for intentional and targeted delivery and consistent brand development
 - Maintain regular, effective, productive communication with both internal (youth, mentors, volunteers, staff, board, etc.) and external (foundations, businesses, donors, partners, etc.) groups
 - Cultivate deeper relationships amongst volunteer and donor groups
 - Coordinate communications campaigns with staff
 - Develop Affinity's brand that reinforces its mission, vision, and commitment to equity in all communications materials
 - Develop communications materials to support fundraising activities, campaigns, and events
- Additional
 - Some individual and/or project supervision required
 - Attend staff meetings and participate in staff development
 - Train and mentor staff, board, and volunteers in fundraising practices and techniques
 - Build and maintain positive working relationships with staff, board members, and volunteers
 - Provide bi-monthly department reports to the ED and BoD
 - Attend and present department reports at bi-monthly board meetings



- Support other initiatives, strategies and duties as assigned by the Executive Director
- Supervise, train, and work with interns, as requested
- Attend regular individual supervisory meetings
- All teammates will regularly engage in introspection and conversation about power dynamics related to oppression and privilege, for example conversations about race, different abilities, sexual orientation, gender identity, language, country of origin, and more. Affinity Mentoring understands that we are all learning and growing, but the work we do requires us to continually engage in these conversations.
- All teammates will actively work to uphold, promote, and fulfill the mission and vision of Affinity Mentoring
 - **Our Mission is to** facilitate equitable growth in academics, social emotional skills, and self-esteem through mutually beneficial mentoring relationships. We believe in cultivating a brave space that amplifies the voices of young agents of change in a diverse and inclusive community
 - **Our vision is to** be a leading nonprofit for fostering belonging alongside young people, families, and community

POSITION DETAILS

Team Leader: Executive Director
FLSA Status: Salaried, exempt
Starting Salary: \$45,000 - \$55,000/\$21.63hr-\$26.44hr
Position Status: 30-40 hours weekly [flexible scheduling, including 8-10 evening and/or weekend hours per month]
Benefits: Cell phone stipend, Medical and dental insurance, Short and Long Term Disability Plans, Retirement plan with match, Employee Assistance Program and generous Paid Time Off

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.