



## PROGRAM AND JOB TITLE Fundraising – Director of Advancement

**SUMMARY:** The **Director of Advancement** is a key member of Step Up's Fundraising Team and is accountable for leading the Development team in meeting the annual goal of raising a minimum of 10% of the agency's overall budget, estimated at \$54M, this fiscal year. The Director of Advancement will raise 1M through growth, mentoring, and management of the Development Department personnel, and oversight of Marketing and Communications, Annual Fund, Grants, Corporate Sponsors, Major Gifts, Legacy Guild, Events, Stewardship, Retention, and Development efforts including identifying and cultivating mid-level donors and prospects and corporate partners nationwide. Relationships will be developed through personal visits and meaningful communication and will focus on donor interests and agency priorities. The Director of Advancement will be self-directed, a skilled manager of objectives, and capable of working independently and collaboratively with limited oversight. The position reports to the Vice President of Development / Chief Development Officer.

**REPORTS TO:** Vice President of Development / Chief Development Officer

**HOURS:** Full time (40 Hours Per Week)

**CLASSIFICATION:** Exempt

**SALARY:** \$105,000.00 to \$115,000.00

### Essential Job Functions:

- Manages Development team to meet specific, time-bound objectives.
- Monitors progress of revenue objectives by establishing SMART (Specific, Measurable, Achievable, Relevant, Time-based) goals that are carefully planned, clear, and trackable.
- Provides highly effective cultivation, solicitation, and stewardship systems for prospective and existing donors and corporate partners with the purpose of renewing and/or upgrading them to higher giving levels.
- In conjunction with Marketing and Communications Manager, manages all activities relative to Marketing and Communications including Appeals, Newsletters, Year-End Campaign, E-Blasts, and Social Media.
- In conjunction with Marketing and Communications Manager, manages Step Up Groundbreaking, Grand Openings, and Breakfast tours at new and existing buildings to engage current donors and to acquire new donors, sponsors and volunteers.
- Oversees Moves Management in Virtuous database to maintain accurate and up-to-date records of donor contacts, ongoing communications with current and potential donors, and to ensure data integrity.
- Designs, Implements, and Monitors a highly effective plan for new donor acquisition.
- Designs, Implements, and Monitors a highly effective plan for monthly recurring gifts.
- Designs, Implements, and Monitors a highly effective plan for Sponsorships and Naming Opportunities.
- Designs, Implements, and Monitors a highly effective plan for Major and Legacy gifts.
- Identifies donors with capacity to give at the Mid and Major Gift level. Cultivates Mid-level donors and informs the Chief Development Officer of Major Gift prospects.

- Implement a thorough donor acknowledgement and stewardship system and maintain consistent contact with donors.
- Works with all areas of Development to support multiple special campaigns, including multi-year strategies for Annual gifts, signature projects and events, legacy giving, and other capital needs.
- In conjunction with Marketing and Communications Manager, creates content for collateral materials and oversees the design process.
- In conjunction with Development Coordinator, manages all aspects of the volunteerism program.
- Manages and mentors other team members.
- Partners with Development team, Step Up staff, volunteers, and appropriate resources as needed to meet department objectives.
- Event oversight and management.
- Performs other job-related duties as assigned.

#### QUALIFICATIONS (Education & Experience):

- Bachelor's degree from an accredited college or university. Master's Degree in related fields preferred.
- Exemplary writing skills.
- Minimum five (6) years' successful experience in nonprofit development with Annual Giving and staff management experience.
- Knowledge of principles and practices of fundraising.
- Proficient with Microsoft Office products and database navigation. Previous CRM experience required.
- Proven record of accomplishment identifying, cultivating and soliciting gifts from donors and corporations.
- Exemplary diplomacy, problem-solving and teamwork skills.
- Must be able to set priorities; coordinate multiple projects simultaneously, meet firm deadlines.
- Ability to communicate effectively both orally and in writing and convey complicated procedures clearly and succinctly.
- Establish working relationships and interact effectively with a wide range of people internally and externally.
- Ability to work effectively with senior staff, involving them, as appropriate, in the cultivation and solicitation process for individual donors.
- Ability to take initiative and work independently.
- The ability to work effectively and efficiently under pressure and maintain professionalism.
- Must maintain a high level of confidentiality.
- Occasional night, weekend, and some travel necessary.
- Desire for advancement.
- Current driver's license and automobile insurance.
- Access to reliable transportation.
- Covid-19 Vaccination Records

**To apply, please submit a resume and cover letter to Lynne Elwan, Chief Development Officer, at [LElwan@stepup.org](mailto:LElwan@stepup.org).**

**Disclaimer:** Work with the homeless population whether on the streets, in shelters or other places of habitation or services, may present inherent challenges and difficulties such as: exposure to bed bugs or other infestations, unpleasant smells or odors, unclean individuals or homes due to homelessness or mental health symptoms or poverty. While Step Up as an agency strives to protect all employees from adverse events, Step Up is not responsible for rectifying the outcome of such exposures and considers this the nature of the field-based environment and Workplace. Step Up utilizes the principles of trauma-informed care and mental health recovery. These principles inform our Core Values of Hope, Wellness, Voice and Choice, Respect, and Collaborative Relationships. As representatives of Step Up, employees agree to adhere to these values in their interactions with members, colleagues, supervisors, and associated community members.

### **Step Up Core Values**

**HOPE** – We believe all people have the capacity for positive growth and change. We use hope to inspire and motivate ourselves, our members, our colleagues, and our community.

**WELLNESS** – We believe in promoting a culture that supports healthy and fulfilling lives. We use a supportive environment to foster well-being for ourselves, our members, our colleagues, and our community.

**VOICE AND CHOICE** – We believe in the right to choose and be heard. We use voice and choice to create meaningful outcomes and empowerment for ourselves, our members, our colleagues, and our community.

**RESPECT** – We believe in promoting interactions that are non-judgmental, transparent. We use respect to guide all of our words and actions with ourselves, our members, our colleagues, and our community.

**COLLABORATIVE RELATIONSHIPS** – We believe in forming partnerships to share resources, knowledge, and experiences. We use collaborative relationships to strengthen accomplishments for ourselves, our members, our colleagues, and our community.

Step Up is committed to providing quality services that adhere to the highest ethical standards and principles. All Step Up employees agree to adhere to the ethical policies and codes of conduct, as outlined in the Employee Handbook and those specified for this grant.

**I can perform the functions of this job as described with or without reasonable Accommodation.**

Applicant Name (Print): \_\_\_\_\_

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Step Up provides equal employment opportunities without regard to age, ancestry, color, creed, mental or physical disability, marital status, medical condition, national origin, race, religion, sex, sexual orientation, veteran status, or any other consideration made unlawful by federal, state or local laws.

**STEP UP IS AN EQUAL OPPORTUNITY EMPLOYER**