



## Ronald McDonald House Charities® of Southern California Job Description

<b>Job Title:</b>	Sr Director of Development
<b>Division:</b>	Long Beach Ronald McDonald House
<b>Reports To:</b>	Executive Director
<b>Supervisory Responsibilities:</b>	Director of Development and Marketing & Communications Coordinator
<b>FLSA Status:</b>	Full Time/Exempt
<b>Pay Range:</b>	\$90,000-\$115,000/year
<b>Prepared Date:</b>	July 2023

### **Summary:**

The Sr Director of Development holds primary responsibility for the development of Major Gifts & Individual Giving Programs with oversight of Corporate & Community Relations, and Marketing & Communications. The scope of work encompasses implementing and coordinating a comprehensive donor engagement plan which includes cultivation and stewardship of major donors and annual giving campaigns for the Long Beach Ronald McDonald House (LBRMH). The Senior Director of Development, partners with the Executive Director, Board of Trustees, and Development purposed committees to ensure success in achieving Ronald McDonald House Charities of Long Beach goals in support of the Southern California strategic fundraising objectives and goals.

Ronald McDonald House Charities® of Southern California (**herein referred to as RMHCSC or the Chapter**) located in the Greater Los Angeles area and serves the region's renowned pediatric hospitals and medical centers, including 26 hospitals and medical facilities. Our mission is to provide comfort, care and support to children and families in Southern California. To achieve its vision of creating a community where children and their families embrace life and healing with a sense of hope, enthusiasm and joy, RMHCSC operates six Ronald McDonald Houses, three Ronald McDonald Family Rooms, and Camp Ronald McDonald for Good Times.

### **Essential Duties and Responsibilities**

#### **Fund Development**

- Work with the Executive Director in the development of an integrated fund development plan across all revenue sources with strategies, goals and objectives that meet overall revenue goals to forward the mission of the charity and ensure long-term sustainability.
- Partner with the Executive Director, Board of Trustees, and fund development committees of the board to develop, implement and manage donor-centric, individual and major giving campaigns with strategies and objectives to reach short and long-term giving goals.

- Develop cultivation & stewardship plans that create a high-quality donor experience - in-person meetings and tours, regular correspondence, thoughtful donor engagement & invitations, professional proposals, mailings, and acknowledgments.
- Participate in chapter-wide leadership and professional sector activities to maintain a high-level understanding of fundraising climate and best practices. Collaborate with RMHCSC Development staff on Chapter-wide Development initiatives to include reporting out to CEO on monthly KPI dashboard.
- Attend community-sponsored events and speaking engagements benefiting the LBRMH

### **Major Giving & Individual Giving**

- Build a prospect portfolio and ensure the flow of prospects into the giving pipeline from identification through solicitation.
- Manage a portfolio of assigned individual donors, including family foundations and organizations, employing strategic moves management to secure annual commitments and work with the Executive Director to set goals for each donor in the portfolio.
- Use cultivation tools, including donor site visits, meetings and materials, to introduce, engage and inspire new individuals RMHCSC's mission and work.
- Supervise timely and accurate database entries into Raiser's Edge system along with preparation of gift acknowledgements, check requests and financial batches, mailing lists, Raiser's Edge queries and reporting.

### **Development Department Oversight**

- Supervise the Director of Development to ensure objectives, goals and outcomes are accomplished. Including, but not limited to portfolio management, Corporate and Community partnerships, Special Events and Marketing & Communications.
- Supervise and provide oversight of signature and salon focused fundraising events as well as cultivation/donor appreciation events, ensuring that management of all aspects of event operations & logistics are executed according to plan.
- Ensure that all individual and major giving fundraising activities are of the highest quality in order to enhance the program's name, reputation, and visibility. Track current data against established benchmarks to measure program success.
- Work with Director of Development in developing robust corporate and community partner programs that result in long term donor engagement, giving and stewardship.
- Work collaboratively with the Director of Development, Special Events to maximize donor and board cultivation and engagement.
- Ensure viability of third-party fundraising activities prior to entering into an agreement

### **Grant & Legacy Donor Management**

- Craft foundation LOI's and proposals to determine the best fundraising position, provide consultation on budget information, and coordinate supporting documentation as necessary. Provide periodic progress reports as required by individuals and foundations.
- Maintain prospect and member list for the Fred and Fran Hill Legacy Society. In collaboration with the Executive Director, determine optimal strategy for identification, cultivation and stewardship of planned giving prospects and members. Oversee Freewill planned giving software, ensuring proper tracking and recognition of bequests pledged.

## **Marketing & Communications**

- Supervise and guide strategic decision making in partnership with the Marketing & Communications Coordinator regarding messaging, image and branding of LBRMH communication materials, to include digital media, as directed by Executive Director.
- Demonstrate the ability to work with other staff, volunteers, and houseguests in a collaborative and compassionate manner.
- Facilitate annual marketing & communications planning strategies across all departments.
- Act as a brand steward, upholding RMHC Global brand standards and consistency in all projects.

***Other duties as assigned.***

## **Education and Work Experience:**

A bachelor's degree with five (5) years of individual giving experience to include donor prospect identification, cultivation, stewardship, proposals, and recognition, OR any appropriate combination of education and experience.

## **Knowledge and Skills:**

General knowledge and demonstrated experience with office management; knowledge of fundraising platforms and database systems; ability to establish and maintain effective relationships with other management staff, employees, and the general public; ability to present facts and recommendations effectively in oral and written form. Keen financial acumen and attention to detail.

## **Supervisory Responsibilities:**

Director of Development, Special Events Manager, Programs Assistant, Marketing & Communications Coordinator

## **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Strong communication, presentation, and organizational skills are a must. Established experience with development, sales or sponsorship. Must be able to multi-task in a fast-paced environment and be willing to work evenings/weekends as necessary. Should be active in one community-based organization as well as one professional association.

## **Language Skills:**

Ability to read and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, board members, families and the general public.

**Mathematical Skills:**

Ability to calculate figures and amounts such as discounts, interest, and commissions

**Reasoning Ability:**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills:**

Microsoft Office, Microsoft Outlook, Exceed and/or Raisers Edge fund development software, donor screening software.

**Certificates, Licenses, Registrations:**

None

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel; talk or hear. The employee is frequently required to sit. The employee must frequently lift and/or move up to 25 pounds.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, you must be available to work irregular hours, shifts, weekends, holidays. The noise level in the work environment is usually moderate.

**To Apply:**

**Please submit your resume and cover letter on the Long Beach Ronald McDonald House employment opportunities web page: [Apply Here](#) Scroll to bottom of the page for the application form.**

**Equal Opportunity Employer**