



Hanalani Schools
Love God. Love Others. Challenge Yourself.

POSITION DESCRIPTION

TITLE: Director of Development and Public Relations

REPORTS TO: Head of School

HOURS: Minimum 40 hours per week

WAGE RANGE: \$75,000.00 - \$85,000.00/year. Reviewed on an annual basis, starting salary commensurate with experience, credentials, and type of organization.

RESPONSIBILITIES:

To plan, organize, implement, and manage an effective annual giving program, including the acquisition/maintenance appeals, one branding annual benefit event, a major gift program that covers operations, special funds (such as endowment and capital), and planned giving. To plan, organize, implement, and manage an effective public relations program, including research of various groups of stakeholder opinions, setting annual communication goals with measurable objectives, and annual evaluation.

1. Develop annual program goals, objectives, and planning calendar including determination of donor potential from each constituent group.
2. Plan and coordinate the annual solicitation program for each constituent group.
3. Plan and coordinate the direct mail/email acquisition/maintenance program.
4. Assist volunteer leadership to recruit volunteers to coordinate and service the volunteer structure in support of the annual giving program and other special giving programs.
5. Assist in the implementation of calendared cultivation moves.
6. Maintain and coordinate planned giving program.
7. To be the primary contact with consultants for special fundraising campaigns.

To plan, organize and coordinate all institution communications that affect fundraising:

1. Plan, organize, and coordinate newsletters and annual reporting for distribution.
2. Plan and coordinate other promotional materials to support fund raising and special/benefit event activities.
3. Participate with other internal leaders re: media relations when subject/issue affects fundraising.

To oversee a methodical system of donor records:

1. Assure accurate information is provided by all staff for the daily maintenance of donor records.
2. Assure maintenance of comprehensive development office data processing system.
3. Provide accurate reports of actions taken with each fundraising project/donor upon request or reporting process with committees, Head of School, and Board of Directors.

To participate actively in the total development program of the institution whenever possible.

1. Maintain full awareness of development program directions and plans.
2. Maintain full awareness of the total educational and operational directions and plans of the institution.
3. Provide systematic and regular reports pertaining to development and public relations activities for the Head of School, Development Committee, and Board of Directors
4. Assist the Head of School or other office staff whenever possible.
5. Assist the Head of School in preparation for fund raising or cultivation events and all special fund-raising campaign activities such as capital campaigns.
6. Be the primary contact with fundraising consultants during special campaigns and projects.

To be willing to be trained in all the above.

EDUCATION AND EXPERIENCE:

1. Minimum five (5) years paid experience in non-profit development and public relations.
2. College degree, with preference for a concentration in English, journalism, or public relations.
3. Experience with computer word processing and database systems is essential.
4. Experience in working with volunteers is essential.
5. Certified Fund Raising Executive or other fundraising industry credential a plus.

KNOWLEDGE AND ABILITIES:

1. Excellent social skills for meeting donors and prospects, dealing with same on the telephone, and establishing donor/prospect appointments.
2. Excellent writing skills.
3. Excellent speech and language skills.
4. Demonstratable organizational and management skills for office operations, maintenance of files, computerized database operations, and long-range planning.
5. Typing 30 words per minute required.
6. There will be some weekend work required.
7. Use of private automobile required. Driver's license required.

CONTACT INFORMATION:

Hanalani Schools

Mrs. Theresa Hay

(808) 625-0737 ext. 114

THay@Hanalani.org