



**Job Title:** Development Director

**FLSA Status:** Exempt

**Supervisor:** President and CEO

**Direct Reports:** N/A

**Minimum Qualifications:** A bachelor's degree in business, marketing, or nonprofit leadership with experience in fundraising and donor cultivation is required. Other desired skills include: persuasive writing, interpersonal communication, relationship building, and the ability to interact at the executive level. Hours are flexible and will likely include evening events and meetings. It is expected that a significant amount of the incumbent's time will be spent outside of the office in donor and prospect engagement.

**Preferred Qualifications:** Experience in public relations, prospecting, business development, and negotiation is preferred.

**Primary Role:** The Development Director reports to the President and CEO and works closely with senior staff and the Board of Directors. The Director will develop and implement a strategic and comprehensive development plan to support operations. The Director is responsible for growing a robust annual giving program and the cultivation, solicitation, and stewardship of existing and prospective donors of all types. The Director will also serve as the primary conduit to the senior staff and to the Board on major gifts, deploying organizational leaders in strategic ways to cultivate prospects and close leadership gift opportunities. Financial Pathways of the Piedmont seeks a passionate Winston-Salem based fundraiser who is a skilled networker, with a natural ability to build relationships and convert those relationships into financial support.

**Responsibilities:**

- Direct and manage the agency's fundraising efforts by creating campaigns and monitoring programs with the goal of expanding and diversifying funding sources to include individuals, charitable foundations, corporations, and additional sources.
- Lead the development of fundraising materials, including appeal letters, event sponsorship packets and advertising, thank you letters, and supplementary grant documentation.
- Oversee the annual appeal campaign, donor database management, and other individual fundraising activities.
- Collaborate with Program Directors and other staff to develop and/or edit program-related grant proposals for the organization.
- Create and execute a resource development strategy that details funding source identification and donor solicitation plans.
- Share the development strategy and operational plan with senior leadership and the board of directors.
- Engage actively in cultivating both individual and corporate donors through relationship-building and careful follow-up.
- Assist in the preparation of the agency's annual budget for fundraising.
- Work with the CEO, Board of Directors, Resource Development and Marketing Committee, and



consultants to support the implementation of the marketing plan as follows:

- Oversee the creation of marketing materials, newsletters, and social media and advertising campaigns as part of a public relations strategy. Protect the agency brand.
- Drive public relations activities that enhance community partnerships, including speaking engagements, networking opportunities, and charitable events.
- Deliver a high level of professionalism and consistency to agency communications as the organization's lead writer and editor.
- Support special events to raise awareness of the agency's mission, programs, and impact.
- Serve as a public face of the organization, building relationships with key stakeholders and constituencies.
- Perform other duties as assigned by supervisor.

#### **Agency Responsibilities**

- Adhere to Agency policies and procedures, employee handbook;
- Assure confidentiality of information related to clients and other information of a confidential nature;
- Be sensitive to the needs and circumstances of clients and respect diversity among cultures, gender, age, etc;
- Promote a positive image of the program and agency by demonstrating an understanding of the services available and conducting oneself according to a professional code of ethics.
- Assist in furthering the mission of the organization;
- Maintain active professional competency by participating in training and workshops for professional growth in areas pertaining to responsibilities;
- Be a team player and maintain harmonious working relationships with agency staff, United Way, educators, business associates, customers, and other related service agencies by amenable and cooperative contacts.

**Equipment Used:** Telephone, copier, computer, MS Office

**Working Conditions:** General office environment

#### **Physical and Mental Requirements:**

- Frequent: speaking, seeing, hearing, writing, reading, problem solving, planning, decision making, organizing, interpreting data

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**Employee Signature**

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**Date**