

TURNING POINT OF LEHIGH VALLEY, INC.
JOB DESCRIPTION

Title: Director of Advancement	Hours: 40 (average)
Pay Grade: 3 (\$65,000-\$86,000)	FLSA Classification: Exempt
Supervisor: Executive Director	Position Type: Full time

POSITION SUMMARY:

The Director of Advancement position is a management level position responsible for overseeing and managing all aspects of Turning Point's mission advancement efforts, including supervision of three (3) part-time support positions. This position works closely with and reports to the Executive Director. The Director of Advancement leads Turning Point's fundraising, donor relations, and communications efforts. As a member of the Administrative Team, this role develops and executes strategic plans to grow financial support, enhance the agency's visibility, and maintain brand consistency. The position requires strong leadership, strategic thinking, and a commitment to Turning Point's mission.

This position requires a commitment to furthering the mission of Turning Point and initiative, independent judgement, organizational skills, flexibility, problem-solving abilities, and strong leadership skills. The Director of Advancement must think strategically and practically to implement a comprehensive and results-oriented development plan that includes traditional and innovative strategies. Key components of this plan should include development, oversight, and measurement of advancement goals, strategies, and timetables for annual fundraising, major gifts, campaign gifts, events, and planned giving strategies. This position manages the legal, regulatory, and contractual compliance of the agency's fundraising efforts. While completion of New Advocate training is required, this position will spend minimal time providing direct service. This position requires availability during evening and weekend hours, as necessary, to meet agency needs.

TASKS:

- **Required Training**
 - Complete Virtuous (CRM) online training sessions to become proficient in its use within one (1) month of hire.
 - Complete 45 hours of New Advocate Training within three (3) months of the date of hire.
 - Complete an additional ten (10) hours of training on domestic and intimate partner abuse issues annually.
- **Supervise the advancement team staff position, which includes, but is not limited to:**
 - Hire, evaluate, mentor, schedule, and provide corrective counseling and recommendations regarding disciplinary measures up to, and including termination, in accordance with agency protocol and legal and regulatory requirements.
 - Ensure adequate staff coverage for fundraising events, providing program back-up coverage as necessary.
 - Review staff member's recordkeeping (timecards, CAP60, Virtuous, expense forms, etc.) at least weekly to ensure accurate documentation.
 - At least biweekly, review performance and growth opportunities during individualized supervisory meetings with each team member, including review of staff efforts as outlined in the position description as well as challenges experienced and opportunities for professional development.

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- Foster a culture of teamwork and open communication, including through the coordination and conduct of bi-weekly supervision meetings with each team member.
- **Fundraising & Development**
 - Create and manage annual and comprehensive fundraising plans.
 - Actively manage and coordinate all aspects of:
 - Annual Requests (targeting \$500,000+ net annually),
 - Major Gifts, Campaigns,
 - and Planned Gifts from corporate, foundation, and individual prospects.
 - Determine the best solicitation approach for each donor.
 - Plan, implement, and manage agency annual donations, including:
 - Honor/memorial gifts,
 - Third-party fundraising events,
 - LYBUNT (Last Year But Unfortunately Not This Year) donor outreach.
 - Develop comprehensive fundraising strategies to ensure financial sustainability and support for programs and services.
 - Cultivate relationships with donors and prospects.
 - Coordinate comprehensive campaigns and donor engagement efforts.
 - Ensure donor communications and recognition are timely and mission-aligned.
 - Identify and pursue alternate revenue-generation strategies, including tax credit and passive income opportunities.
- **Data Monitoring & Analysis**
 - Monitor and analyze fundraising data to evaluate performance.
 - Track donor engagement and retention rates.
 - Assess revenue streams and adjust strategies based on data insights.
 - Use data to inform decisions and improve fundraising outcomes.
- **Grant Management**
 - Research and write grant proposals for current and new corporate and foundation funding opportunities.
 - Track and report on grant outcomes in advance of established deadlines.
 - Meet weekly with the Executive Director to assess funding opportunities.
- **Compliance & Reporting**
 - Ensure fundraising activities and policies meet legal and regulatory standards, including those of PA Department of State, the IRS, and GAAP.
 - Maintain accurate donor records in Virtuous.
 - Submit monthly report to the Executive Director.
 - Monitor team documentation and financial transactions and reconcile monthly and at year-end with accounting team.
- **Collaboration & Professional Development**
 - Serve as staff lead for the Board's Development Committee and subcommittees.
 - Represent Turning Point at community events and with media as needed.
 - Attend semi-monthly communications meeting to coordinate with Education & Training Director on messaging and outreach.

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- Develop and conduct training sessions for staff and board members, as necessary.
 - Participate in agency workgroups or committees (i.e.: Safety Committee, Vigil Planning Committee, data management workgroup, etc.).
 - Participate in agency strategic planning and budgeting processes.
 - Initiate and represent Turing Point's interests on local and regional task forces and committees as requested.
 - Assist in coordinating and actively participates in Administrative Team meetings, monthly All-Staff meetings, and agency training and team-building activities.
- **Demonstrate:**
 - A working knowledge of domestic abuse and intimate partner issues, the empowerment philosophy, and trauma-informed practices.
 - Knowledge of and adherence to all agency policies, procedures, and the Code of Professional Responsibility.
 - Team effort, especially in a crisis setting.
 - **Other duties as assigned by the Assistant Director and/or Executive Director:**
 - Provide assistance on special projects in the furtherance of Turning Point's mission and help with any administrative tasks that support the overall day-to-day operation of the agency.

QUALIFICATIONS:

- Degree in nonprofit management, public administration, or CFRE credentials preferred.
- Minimum 5 years of progressive experience in nonprofit fundraising, donor relations, and communications.
- Proven success managing annual campaigns (e.g., \$300,000+ net), major gifts, planned giving, and capital campaigns.
- Experience with grant writing and managing corporate, foundation, and/or government funding.
- At least 2 years of supervisory experience with strong team-building and mentoring skills.
- Demonstrated ability to develop and implement strategic fundraising plans.
- Skilled in data-driven decision-making, including donor analytics and performance tracking.
- Proficiency in CRM systems (e.g., Virtuous, DonorPerfect).
- Strong command of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Familiarity with social media management and digital marketing tools.
- Exceptional written and verbal communication skills.
- Ability to build and maintain relationships with donors, board members, and community partners.
- Comfortable serving as a public spokesperson for the organization.
- Deep understanding of domestic and intimate partner abuse issues.
- Commitment to trauma-informed practices and the empowerment philosophy.
- Bilingual fluency (English + another language) is highly desirable.

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- Ability to work with diverse populations and promote inclusive messaging.
- Valid Pennsylvania driver's license and ability to travel locally.
- Willingness to work evenings and weekends as needed.
- Ability to lift up to 25–35 lbs and perform physical tasks related to events and outreach.
- written and verbal communication skills.

PHYSICAL TASKS:

- The work requires mobility on site and to sites.
- Ability to function in an office environment with computers, phones, etc.
- Ability to work with moderate noise.
- Ability to lift, push or pull up to 25 lbs. on a regular basis and up to 35 lbs. occasionally.
- Ability to frequently bend to file and maintain files, squat, and kneel.
- Ability to sit for 4 hours and/or stand for 4 hours continuously.
- Have the mobility to traverse a distance to reach a destination while carrying, pushing, or pulling up to 25lbs.
- Have the emotional ability to stand in front of people and deliver training or a presentation.
- Have the emotional ability to work with clients in trauma.
- Regularly speak clearly so listeners can understand as well as understand the speech of another person.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the above referenced tasks.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature:

Date:

Authorized Signature:

Date:

Turning Point of Lehigh Valley is an Equal Opportunity Employer