

**Job Title: Director of Development and Outreach**

**At: Community Opportunity Center (COC) a non-profit Corporation providing daily living supports for 80 to 90 persons with Developmental Disabilities in Western Wayne County, Michigan. In addition, COC has a future placement waiting list of over 100 individuals.**

**Mission: COC's mission is to provide quality housing and comprehensive support for people with developmental disabilities and to provide assistance and advocacy that helps them become independent and involved citizens in their communities**

### **Position Summary:**

The Director of Development and Outreach is the primary development and relationships (fundraising, volunteer support and peer and professional alliances) manager for the corporation. This individual works directly with the Executive Director to develop the overall strategies and tactics for expanding and identifying new avenues of funding and community integration and support.

The Director of Development and Outreach develops and executes a common corporate strategy for initiating and growing relationships within all segments of the supporting community including

- Development of strategies and tactics for approaching major donors and grantors, individual donors, charitable organizations and service organizations, and educational and professional groups.
- Development of a common corporate social media and marketing presence
- Development of working relationships with others on the management team to understand the dynamics of the COC mission, risks and opportunities in order to formulate a meaningful and accurate representation of COC accomplishments and needs
- Integration of the opportunity to volunteer to assist individual residents and the opportunity for direct care employment into appropriate appeals.

**Salary:** Commensurate with experience.

### **Essential Duties, Responsibilities:**

- Develop an annual giving program and ongoing campaigns to secure donations, expand community support and build the general funding of the agency. Target raising \$1-\$2MM in donations per year over several years.
- With the Executive Director, develop target giving messages and plateaus; for instance,
  - raise \$300-\$500K in donations per year to maintain current high-quality services and continue recruiting and retaining quality staff,
  - raise another \$500K-\$1.0MM to establish an endowment to assure ongoing service delivery despite unpredictable public funding or expand programs to meet unmet needs of current residents or persons on the COC waiting list.

- Work with the Executive Director to recruit and chair a Development Advisory Committee for assistance in identifying and cultivating potential major benefactors, as well as corporate, private, and public supporters and contributors.
- Work cooperatively with the management team, staff, board, and volunteers, to develop and implement community-based fundraising strategies and activities and to expand the client and donor base through marketing and public relations activities.
- Build goodwill in the general community specifically with local churches, service organizations and colleges and universities. The objectives are to enhance the lives of residents, attract potential employees and increase financial support.
- Enhance community awareness of COC programs and activities through speaking engagements, serving on appropriate committees, and participating in community activities.
- Create, develop, and/or refine recognition strategies for donors, and ensure donations are properly stewarded. Oversee the maintenance of records/database of donations and contributions.

### **Employment Qualifications:**

Education: This position requires knowledge normally acquired by completing a bachelor's degree in Business, Public Relations, Marketing, or a related field from an accredited college or university; or an equivalent combination of education and demonstrated experience. Substantial experience can be taken into consideration for the education requirement.

Experience: The position requires a minimum of 3-5 years of professional experience across a combination of many or all of the following fields of work, including major benefactor cultivation (public, corporate, private and/or non-profit), public/media relations, marketing/communication, and/or community engagement.

Supervisory experience is preferred. Effective, documented development results are required.

### **Other Required Knowledge, Skills and Abilities:**

- A collaborative and team-oriented approach to work.
- Successful experience with boards and/or corporate donor relationships and cultivation, major gift solicitation, on-line giving, and planned giving.
- Excellent project management skills and a demonstrated ability to prioritize multiple streams of work, and help others do the same.
- Knowledge of:
  - Donor database utilization.
  - Non-profit agency operations and funding.
  - Marketing and public relations activities and approaches.
  - Experience and knowledge of mental health funding streams

- Ability to:
  - build successful, positive and productive donor relationships.
  - work with a variety of community organizations and broad spectrum of donors
  - work independently and execute good judgment.
  - communicate effectively, both orally and in writing.
  - deliver public speeches and make detailed presentations.
  - maintain records and files while preparing reports.
  
- Must successfully pass a criminal background check.

**Physical Demands:**

While performing the duties of the position, the employee is regularly required to speak, listen and have the ability to drive.

**Work Environment:**

This position involves a combination of office-based work and travel to COC facilities, events, and benefactor and/or client locations as required by position responsibilities and/or COC management. This position will be routinely exposed to typical office noise levels and/or exposure to various weather conditions.