



DIRECTOR OF DEVELOPMENT & COMMUNICATIONS JOB DESCRIPTION

ABOUT PRINCETON-BLAIRSTOWN CENTER

The Princeton-Blairstown Center (PBC) is an 107 year-old independent 501(c)(3) non-profit organization with an administrative office located in Princeton, NJ and a 264-acre campus located in Blairstown, NJ. Our mission is to transform the lives of vulnerable young people through integrated experiential and adventure-based programming in schools and at our outdoor campus. We collaborate with schools, university partners, and community-based agencies to develop in youth deepened self-awareness, responsible decision-making, teamwork, and leadership skills.

PBC is emerging as a leader regarding social and emotional learning (SEL) programs in the school-based and outdoor experiential adventure-based settings. PBC's experiential educational methodology is based on a holistic approach where carefully chosen experiences supported by reflection, critical analysis, and synthesis are structured to ensure that the students take initiative, make decisions, and are held accountable for the results. PBC's programs also promote environmental stewardship and complement students' classroom education in science, technology, engineering, and math. Our programs serve over 5,200 students annually.

PBC's annual operating budget is approximately \$2.2M per year. We are affiliated with Princeton University, but raise our own revenue each year for our program. We have an active, engaged board of trustees supporting our work. Find out more about us at www.princetonblairstown.org.

POSITION DESCRIPTION

The Director of Development & Communications is a strategic thought-partner and a hands-on, participative leader responsible for developing and implementing a strategic approach to fundraising and communications at PBC. The position works closely with the Executive Director and identifies, educates, cultivates, and solicits individual, foundation, corporate, and in-kind prospects to support program, endowment, and operating goals. The Director of Development & Communications also oversees the implementation of special events and public information activities for the promotion and advancement of PBC's mission and goals.

The Director of Development & Communications plays a critical role in partnering with the Senior Leadership Team in strategic decision making and operations as PBC continues to enhance its quality programming and build capacity. This results-

oriented position works closely with the ED to support the Board of Directors around fundraising and marketing activities, accomplishments, and challenges.

AREAS OF RESPONSIBILITY

- Develop, implement, and monitor progress toward long- and short-term fundraising strategy and goals including major giving, grants, special events, direct mail appeals, on-line giving, and corporate partnership and volunteer initiatives.
- Increase and diversify revenue streams (foundations, individuals, corporations, agencies, crowdfunding, etc.) to help build programmatic and organizational capacity.
- Develop and implement strategies for the identification, cultivation, and solicitation of individual donors.
- Research and identify public and private grant sources of restricted and unrestricted funding. Develop proposals in partnership with the Senior Leadership Team and execute and archive all proposals with a long-term relationship-management approach.
- Ensure the timely submission of updates, and end-of-year reports to corporate, foundation, individual and/or government funders.
- Provide support to the solicitation efforts of the ED in fulfilling his/her fundraising responsibilities.
- Provide staff support to the Board of Directors including managing their solicitation activities, helping to identify new board candidates, and staffing the Governance and Development Committees.
- Develop and manage departmental income and expense budgets and partner with the Director of Finance & Administration to monitor and report PBC's income mix.
- Develop staff, intern, free-lancer, and/or consultant job descriptions and work plans as needed.
- Coordinate the work of administrative staff to ensure development records are reconciled with accounting records, timely acknowledgments are sent, donor and prospect files are maintained, and the database is maintained.
- Create and execute cultivation and stewardship events.
- Work with Board members and other volunteers to design and execute two fundraising events annually.
- Serve as a member of the Senior Leadership Team.
- Develop and implement an integrated strategic communications plan to advance PBC's brand identity, broaden awareness of its programs and priorities, and increase the visibility of its programs across key stakeholder audiences.
- Oversee development of all PBC print communications including the annual report, newsletters, marketing collateral materials and electronic communications including PBC's website and social media platforms (i.e. Facebook, LinkedIn, Twitter, Yelp, Google, YouTube, etc).
- Prioritize media opportunities and prepare talking points, speeches, presentations, and other supporting material as needed.

- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding PBC's programs, special events, public announcements, and other projects.
- Lead the generation of online content to engage various audience segments that results in measurable action. Decide who, where, and when to disseminate.
- Mentor and co-lead PBC team members responsible for PBC's website administration and coordination to ensure that new and consistent information (article links, stories, and events) are posted regularly in line with strategic priorities.
- Track and measure the level of engagement within the network over time.

QUALIFICATIONS & PREFERENCES

- A minimum of 8-10 years fundraising and communications experience with progressive growth in responsibilities within a non-profit organization.
- Advanced degree in Public Administration, Fundraising, Communications or related field.
- Documented experience in successful annual campaign development, soliciting and securing major gifts from both private and public sources, and institutional planning.
- Significant experience working with Board(s) of Directors and Board Committees.
- Prior experience supervising, coaching and collaborating in a fast-paced environment.
- Proven ability to lead a fundraising effort that brings in \$.5 million+ annually and grow it effectively.
- Superior presentation and interpersonal skills, and the capacity to inspire and motivate prospective donors; confident and persuasive communicator, with excellent writing skills.
- Goal-oriented, entrepreneurial spirit with ability to generate ideas and move forward with a well-designed plan.
- Excellent written skills with a high level of attention to detail and an ability to meet competing deadlines.
- A successful track record in setting priorities and a multi-tasker with the ability to wear many hats in a fast-paced environment.
- Keen analytic, organization and problem solving skills which support and enable sound decision making.
- Able to use Microsoft Office, Word, Excel, PowerPoint, Publisher; Donor Perfect; Constant Contact; Square Space; Twitter; LinkedIn; Yelp, Instagram, YouTube; etc.
- Must be able to work extended hours, some weekends, and travel to Blirstown Campus as needed.
- Exceptional communication and relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders in a multi-cultural environment.
- Personal qualities of integrity, credibility, professionalism, a commitment to lead by example, and dedication to the mission of PBC.

ADDITIONAL INFORMATION:

- Full-time employment
- Compensation based upon experience
- Fifteen vacation days, 6 sick days and 12 holidays provided annually
- Employer contributes to 401(K)
- Health, dental and vision insurance provided
- Position located in Princeton, NJ
- Intended start date is September 2015

How to Apply:

Please email a resume, cover letter, and salary history to

psc@princetonblairstown.org. Please indicate where you learned about the job. The deadline for applications is July 31, 2015, but applications will be reviewed on a rolling basis, so please consider applying early to ensure your application is reviewed.

People of color are strongly encouraged to apply. PBC is an equal opportunity employer committed to inclusive hiring and dedicated to diversity in its work and staff.