Director of Development

St. Mary’s Center for Women and Children offers innovative and family-centered programs for women and children who have experienced trauma and are living in poverty. Placing families at the center of our efforts, St. Mary’s Center works in partnership with young women, many of them mothers, to break the intergenerational cycle of poverty and achieve lasting, powerful change by building their emotional well-being, educational achievements and economic independence.

Located in Uphams Corner in Dorchester, Massachusetts, St. Mary’s Center supports 600 women and children annually with shelter, clinical and educational services, job training, employment placement, and search for affordable permanent housing.

OBJECTIVE: Oversee and direct a comprehensive development and communications strategy and related activities, including supervising the Communications Associate, Development Assistant and Grant Writer. With an emphasis on working closely with the President/CEO and COO to deepen relationships with existing donors and build a pool of new donors, the Director of Development directs the cultivation, solicitation and stewardship of individuals, corporations, foundations, and government funders to support the operating, programmatic and capital needs of the Center. The Director of Development also builds on the positive reputation of the agency via marketing, public relations and social media to boost the Center’s visibility throughout the region and beyond.

Strategy

• Work with senior staff and Development Committee to assess SMC's development capacity and strategic direction, develop realistic revenue goals, then create a detailed, actionable Fund Development Plan.
• Work with senior staff and Development Committee to monitor revenue by source and Fund Development Plan progress monthly, and to update revenue goals by source and Fund Development Plan annually.
• Generate and analyze CRM (Raiser's Edge) reports to drive decisions.
• Work with COO to clearly delineate fundraising roles and responsibilities for staff and volunteers.
• Support the CEO in positioning SMC as a leader in the field, and the CEO as a thought leader.
• Messaging/Communications
• Supervise and train the Communications Associate.
• Contribute to the development of a Case for Support for the organization and its programs.
• Oversee the Associate’s work in all aspects of content creation and dissemination, including collateral materials, web content, social media, electronic communications and the annual report.
• Ensure the creation and execution of an active marketing/communications plan and calendar.
• Play an active role in public relations and media exposure opportunities ensuring messaging consistent with the Case for Support.

**Donor Cultivation**

• Facilitate the CEO’s and Board members’ ability to regularly meet with current and prospective major donors, including preparing briefing materials.
• Take the lead on formalizing a major gift program including offering recognition opportunities to large and major donors throughout the year, researching current and prospective major donors and developing profiles, crafting and executing a moves management approach for major gift prospects, and ensuring timely and strategic follow-up for all major donor interactions.
• Help plan Friend-raisers such as house parties, and other cultivation events.
• Support Board efforts to make thank you calls to large donors, write notes on appeals and acknowledgments, and open up their networks of potential supporters.
• Individual Giving
• Supervise and train the Development Assistant.
• Oversee direct mail initiatives including strategically segmenting donor lists and assisting Communications Associate to craft compelling appeal letters.
• Plan and launch a formal Monthly Sustainer program.
• Grow the department’s peer-to-peer fundraising initiatives including the annual Rodman Ride.
• Revive, grow and manage the Woman-to-Woman Partnership.
• Bolster opportunities for individuals to donate online, and SMC’s capacity to accept online gifts.
• Manage acquisition of in-kind gifts including communicating with program staff on needs, reaching out to potential donors, and acquiring valuation information.
• Provide opportunities to engage volunteers, and manage volunteers and other Ambassadors including corporate and young professionals groups.
• Ensure all financial and in-kind gifts are tracked properly in CRM.

**Events**

• Strategize signature event theme, speakers, honorees and invite list.
• Secure corporate sponsors, auction items and event donations.
• Handle registrations and other pre-event logistics of signature event, Rodman Ride and smaller events.
• Manage day-of logistics.
• Ensure timely follow-up with event attendees and supporters.
• Evaluate events and brainstorm additional cost-effective (high ROI) event opportunities.
• Foundation/Corporate Relations and Government Funders
• Supervise the Grant Writer and any external consultants (for government funding opportunities)
• Explore partnerships with other agencies with the aim to submit joint grant applications.
• Develop long-term partnerships with corporations that include volunteer and visibility opportunities, and in-kind and financial support.
• Facilitate funder outreach/tours/meetings with senior staff, Board and Development Committee.
• Support the Grant Writer’s and external consultant’s work in the areas of prospect research and budget preparation.
• Manage process to consistently integrate program staff in the grant submission process.
• Review and edit grant proposals and reports.

**Department Administration**

• Upgrade website, online giving and social media capabilities as needed.
• Work with COO and Finance Department to craft development budget and monitor expenses.
• Serve as staff liaison to Development Committee; actively participate in committee meetings and support committee efforts.
• Take the lead on codifying all department systems and processes.
• Strategize with COO to make cost-effective investments in Development infrastructure designed to drive revenue growth.
• Ensure data in CRM is updated and clean and hard copies of donor and funder materials are filed properly.
• Ensure Development Department’s revenue data are reconciled with Finance Department records on regular basis.

Minimum Requirements/Qualifications
• Bachelors Degree required in Development, Communications, or related field
• Five to seven years of relevant development experience
• Five years supervisory experience required

Qualified applicants may submit a resume and cover letter via email attachments to jobs@stmaryscenterma.org.