Position title: Development and Marketing Director

Reports to: Executive Director

Direct reports: Social Media Manager & Grant Writer (independent contractors)

Position status: Full-Time (40 hours per week)

Benefits: Health, Dental, sick leave, vacation, and holidays

Salary: $50k-$60k based on experience

About Village of Promise: Village of Promise (VoP) is a Family Advancement Center located in the Northwoods/Love community in the 35816 zip code. Our mission is to advance families out of the cycle of poverty using a multi-generational approach. Each family develops an individualized family advancement plan that addresses four key areas of their lives: Education, Social & Emotional Growth, Physical Health & Wellness, and Professional Development. We provide programs and a support system that empowers each family on their journey to reach their goals and advance out of poverty.

Village of Promise seeks an exceptional, results-oriented Development Director to build upon its fundraising program and processes in support of the organization's growing momentum. The successful candidate will have a passion for underserved families and finding solutions that address societal inequities. They will have superior communication and management skills and the ability to work effectively with the Executive Director, the staff, and the board.

Job Summary:
The Development Director’s primary role is to provide leadership and coordination of the Village of Promise annual and long-term fundraising strategies to develop and implement a reliable revenue generation model. This includes collaborating with the board and staff to develop information, data, and support on how to cultivate and steward donors and communicate requests for donations, including, as appropriate, making the ask. The Development Director is responsible for ensuring the stability and growth of multifaceted contributed revenue streams including: individual giving (multi-year, annual giving, and planned gifts), institutional giving (foundation, corporate), fundraising events, and e-philanthropy. The Development Director will ensure internal processes, fundraising goals, communication goals, and volunteer coordination activities are being met. They will also spearhead and oversee Marketing efforts. This includes the website, social media, and any marketing materials (annual report, direct mail pieces, etc.) They will work closely with the Finance Director, Executive Director, and Development Committee.

The Development Director reports to the Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES

• Lead efforts to raise annual operating revenue and future funding. Continue Village of Promise’s fundraising that integrates annual giving, a major gifts program, special events, corporate partnerships, local and national foundation grants, and new sources of revenue for the short- and long-term growth goals of the organization. Establish target revenue and manage each component to a successful end.
Develop and implement annual and long-term fundraising strategy and plans, including a focus on (unrestricted) multi-year support.

Oversee the planning and coordination of fundraising and donor events, including our bi-annual Speaker Series and Annual One Table event.

Collaborate with Executive Director and program staff to develop institutional grant proposals and ensure that all grant reports are submitted in a timely manner. Provide guidance to program staff as needed on data or metrics required for reporting. Oversee grant writer (independent contractor)

Oversee and lead the Development Committee (a subcommittee of the Board) and engage their help with fundraising goals.

Work alongside the volunteer coordinator and ensure coordination of VoP’s volunteer programs, including recruitment, screening, onboarding, retention, impact, and appreciation.

Provide strategic oversight of all external communications, including press releases, newsletters, brochures, and annual reports.

Oversee the Social Media Manager (independent contractor) and ensure that our social media presence is fresh and relevant.

Support the Executive Director in any other tasks as assigned.

Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

An appropriate combination of education and experience to perform the essential duties is required.

The ideal candidate will have:

• B.A. or B.S. Degree
• Excellent written and verbal communication skills
• Nonprofit fundraising experience, including individual and corporate donor cultivation/solicitation/stewardship, and grant writing is preferred
• Ability to work well with staff at all levels of the organization as well as with board members, donors and others outside the organization
• Knowledge of word processing, spreadsheet, presentation, Canva, and donor database management software
• Knowledge of Huntsville is desirable
• Fingerprint background check and receive clearance is mandatory

Please submit your resume and cover letter to info@villageofpromise.org
For questions, please contact Rita McAdoo at 256-536-8052 or rita@villageofpromise.org