

## CATHOLIC SOCIAL SERVICES JOB DESCRIPTION

**TITLE:** Development Director  
**DEPARTMENT:** Development  
**REPORTS TO:** Chief Development & Communications Officer  
**STATUS:** Salary/Exempt  
**UPDATED:** 4/22/2022

For over 50 years, Catholic Social Services (CSS) has provided a family of services to support the most vulnerable in Anchorage. CSS provides shelter, meals, employment assistance, case management, and medical care to those experiencing homelessness. CSS also aids children and their families, helps immigrants and refugees adjust to life in Alaska, and serves individuals with disabilities.

Catholic Social Services relies on philanthropic donations to power our work. CSS raises funds annually to support general operations across 7 core programs. The Development Director is an integral part of a small team that plans and executes this annual campaign, which includes the identification, cultivation, solicitation, and stewardship of a variety of individuals, corporations, foundations, and organizations through mediums which include direct solicitation, written proposals, grant applications, direct mail, email marketing, social media, telephone solicitation, special events, and more. The annual giving program at CSS has grown exponentially, outpacing standard national fundraising trends.

### **Job Summary:**

The Development Director is responsible for sustaining and advancing the growth of the annual fund at CSS. They will work collaboratively within the department to create a written annual giving plan, complete with strategies, timelines, and goals segmented by giving level, with a keen focus on donor-centered philanthropy. The Development Director supervises a Donor Relations Officer and a Development Associate.

### **Qualifications:**

**Personal:** Must be able to maintain program/guest/agency confidentiality and treat all people with dignity and respect. Must be willing to adhere to the Code of Ethics & Professional Practice as published by the Association of Fundraising Professionals.

**Education/Experience:** Four-year degree from an accredited university, or an equivalent combination of education and experience. Prefer candidates with fund development knowledge; however, willing to consider training the right candidate. Knowledge of constituent relationship management software a plus. Demonstrated organizational, written, presentation, and communication skills as well as ability to supervise, work collaboratively with and motivate staff and volunteers.

### **Skills:**

- A passion for the mission of Catholic Social Services and compassion for the people we serve
- Ability to clearly articulate and communicate the mission of Catholic Social Services.

- Highly developed interpersonal skills with an aptitude for working with people from many different backgrounds and experiences
- Strong written and oral communication skills
- Project design and management
- Ability to multi-task, meet deadlines and work collaboratively
- Understanding of database management, gift processing and donor relations
- Ability to listen carefully to and understand others' needs, both internally and externally, and proactively respond to those needs in a consistent and timely manner.
- Demonstrated analytical and fundraising skills with the ability to recognize opportunities, identify critical, high pay-off activities and prioritize them to attain goals.
- Knowledge of Microsoft Office products
- Ability to learn and utilize Mail Chimp, Greater Giving, Bloomerang (CRM) and a variety of specific software tools and apps

### **DUTIES & RESPONSIBILITIES:**

1. Develop a working knowledge of the mission and operation across all CSS programs to articulate a compelling case for support to all constituents.
2. Develop a strategic annual giving plan designed to grow donor satisfaction and maintain a high renewal rate, increase monthly sustainers, and expand opportunities for major gifts and planned giving conversations.
3. Direct and manages a comprehensive fundraising program across multi-channels, including direct mail, online giving, web presence, and social media (including monthly donors, Trustee Annual Giving, PickClickGive, Corporate Matching gifts, and Tribute Giving).
4. Provide strategic oversight for donor segmentation, demographics and criteria for all targeted cultivation and solicitation in collaboration with the Development Associate.
5. Prepare written communications including letters, brochures, and other materials necessary for all annual giving programs.
6. Build long-term donor relationships with corporations, tribal entities, philanthropic individuals, foundation partners, government entities, business partners, etc.
7. Manage and write copy for email marketing.
8. Oversee the marketing and communication strategy and implementation to support the annual giving plan.
9. Manage Constituent Relationship Management (CRM) Software, Bloomerang.
10. Produce performance reports, in collaboration with the Development Associate to analyze appeal performance, trends, and revenue results, adjusting strategies for increasing donor recruitment, retention, and satisfaction on an annual basis.
11. Manage annual fundraising events, including; budget, event details and logistics, table and ticket sales, underwriting and sponsorships, silent and live auction, printed materials, managing contractors, and recruiting, supporting, and recognizing a team of event volunteers and committee members.
12. Perform other duties as requested, delegated or assigned.

**Physical Requirements:** Able to work for extended periods of time at a computer. Moderate physical effort with occasional standing, walking, reaching, stooping, bending, kneeling and lifting and ability to lift 25 lb. on an occasional basis.

**Other Requirements:** valid Alaska driver's license. Flexibility necessary to be available for weekday, weekend and evening events.

**Training Requirements:** Agency and department orientation.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities as needed.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_