



OAK CITY CARES POSITION DESCRIPTION

Position Information

Position Title: Director of Development and Communications

Department: Administration

Reports To (Title): Executive Director

Work Schedule: M-F Hours: 8:30 to 5:00 pm Other: _____

Type of Employee Regular Full-Time Regular Part Part-Time Temp
(≥ 30) Time (20-29) (≤ 20) (varies)

Percentage of Travel Required: 0% 10% 25% 50+%

Exemption Status (*HR use only*) Exempt Non-Exempt

Position Summary

Summarize the overall function or purpose of this position. This should be a concise description of the job.

The Oak City Cares Director of Development and Communications has the primary responsibility of leading all aspects of fundraising and communications for the organization. This includes the implementation of the fundraising and communications annual plans and activities. The person in this role is responsible for overseeing the administrative aspects of fundraising, development and communications and the supervision of the Development Assistant for Oak City Cares, a multi-services hub for the homeless, in Raleigh, North Carolina.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities that are **essential** requirements of the job. List the duties in order of importance and the approximate percentage of time for each duty. Focus on the major responsibilities rather than detailed work routines.

Development:

- Lead the implementation of the existing annual fund development plan in conjunction with the Resource Development Team
- Research and secure grants for the organization; plan, write and submit grant proposals
- Lead the development of the year-end direct mail appeal
- Lead donor stewardship efforts, donor retention and donor acquisition
- Plan, coordinate, and implement the Annual Fundraising Event each Spring
- Intentionally engage board of directors in securing donations and participating in special events
- Ensure all gifts and pledges are processed and acknowledged accurately and promptly, and that all gifts are properly documented
- Provide reports and materials for development committee meetings, and prepare materials for tours and visits

45 %

Duties and Responsibilities continued from page 1

Admin/Finance

- Supervise Development Assistant to ensure goals are met and donor data accuracy is maintained
- Provide key fundraising information and data needed for preparation of annual budget
- Create reports to analyze and measure the progress towards the fundraising goals and the fundraising campaigns' effectiveness
- Ensure regular database maintenance and clean-up projects to improve data integrity and database performance
- Review monthly fundraising reconciliation reports prepared for the Finance Team, in conjunction with the Development Assistant and Finance/Admin team

20 %

Communications and Marketing:

- Implement the established Oak City Cares communications plan
- Manage website content and make necessary updates regularly
- Review, finalize and send out monthly donor/subscriber newsletter
- Maintain an active social networking presence consistent with agency messaging
- Design and disseminate all development materials, including: event invitations, quarterly or annual appeal(s), and communications materials
- Maintain brand consistency across all marketing materials and throughout the organization

35 %

 %

 %

 %

2

Position Qualifications

Formal Education (minimal level REQUIRED for this position)

- No minimum education level
- High School Diploma or GED
- Associates or other 2-year degree including technical/trade school
- Bachelors Degree
- Masters or Professional Degree
- Doctorate

Degree in specific subject area: Degree Type: Marketing, Communications, or other related area

Concentration: _____

Work Experience (minimum experience REQUIRED for this position)

- Less than 1 year
- 1-3 years
- 4-6 years
- 7-9 years
- 10+ years

Years of specific work experience: Field: Development & Communications Years of Experience: 3 years

Qualifications

- Exceptional organizational skills with the ability to work autonomously
- Outstanding written and verbal communication skills, with strong attention to detail
- Ability to multi-task and adjust to seasonal or event-related fluctuations in workload
- Proficiency with Microsoft Word, Excel, Photoshop, Publisher and other graphic design software
- Ability to develop, design, and post materials to social media and website (proficiency utilizing Facebook, Twitter, Instagram and LinkedIn Platforms)
- Previous experience with fundraising database programs (data entry and reporting)
- Must contribute to a culture based upon respect, teamwork and collaboration
- Adaptability, creativity, and a passion for individuals and families struggling with poverty and homelessness are a must

Special Requirements:

- Valid NC Driver's License and a vehicle in working order for business use
- Authorized to work in the U.S.

*Job responsibilities may involve travel and some work beyond the regularly scheduled workdays, i.e., weekends and evenings as scheduled, and as needed.

Position Characteristics

Physical Requirements/Work Environment

	None	<1/3 of time	1/3-2/3 of time	>2/3 of time
Lifting greater than 20 lbs.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sitting for extended periods	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Standing for extended periods	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Primarily office work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Primarily outdoor work	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Primarily indoor work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Prolonged exposure to heat/cold	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prolonged exposure to loud noise	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Level of Supervision Received (check the option that best describes the position overall)

- Direct Supervision:** Supervisor gives specific instructions on all assignments. Work is reviewed regularly for accuracy and completeness.
- General Supervision:** Supervisor provides continuing or individual assignments by indicating what generally is to be done, limitations, quality and quantity expected, deadlines and priorities.
- Intermittent Supervision:** Supervisor makes assignments by defining objectives, priorities, and deadlines. Assists employee with unusual situations. Employee carries out successive steps and resolves problems in accordance with instructions and policies.
- Administrative Supervision:** Supervisor sets overall objectives and resources available. Collaborate on deadlines, projects, and work to be done.
- Long-Range Administrative Direction:** Employee generally proceeds independently in accordance with general plans, policies, and purposes of the department. Results of work are considered technically authoritative.

The above statements are intended to describe the general nature and level of work being performed by the individual assigned to this job. They are not intended to be an exhaustive list of all of the responsibilities, duties, and skills required for the position. All employees may have other duties as assigned at any time.