



Kentucky's Heartland

Feeding America, Kentucky's Heartland

Job Description

Director of Development

The Director of Development is a member of the Feeding America, Kentucky's Heartland (FAKH) leadership team, and partners with the Executive Director and management team to plan and implement organization-wide decisions.

The Director of Development is ultimately responsible for advancing the mission of Feeding America, Kentucky's Heartland through fundraising, marketing and communications, advocacy, volunteer recruitment and management, and food drive activities across the FAKH's 42-county service area.

The Director of Development leads the planning and implementation of strategies to raise money for current operating and capital needs, as well as future support and endowment. The Director of Development oversees marketing and communications programs aimed at increasing public awareness and support of FAKH. And the Director of Development oversees community engagement efforts designed to involve supporters actively in the work of the Food Bank including through fundraising, volunteerism, food donations, community education, and grassroots advocacy.

ESSENTIAL FUNCTIONS AND TASKS

Planning and Strategy

- Lead the development of annual, strategic operating plans for the Development department to integrate fundraising, marketing/communications, advocacy, volunteer management, and community food drives
- Collaboratively establish annual goals for all areas of Development
- Propose and administer a department budget – both revenue and expenditures
- Contribute to the process and collaborate to help achieve and protect the organization's mission and to develop the FAKH's long-term strategic plan

Fundraising

- Lead by example - research, identify, cultivate, solicit, and steward major gifts from a portfolio of individual, corporate and foundation donors and prospects
- Guide the work of frontline fundraisers to ensure a systematic approach to engage, solicit, and steward donors across regions and constituent types, with an emphasis on individual giving

- Guide those responsible for managing the relationship with vendors to implement direct response fundraising tactics for donor acquisition and cultivation, utilizing mail and digital media and other emerging strategies
- Oversee efforts to cultivate, recruit, and retain monthly donors and documented planned givers
- Maintain paper documentation for future, planned gifts
- Guide and supervise the work of the Grants and Stewardship Manager who is responsible for the solicitation and stewardship of restricted and unrestricted grants from foundations, businesses, and community organizations
- Ensure best practice stewardship strategies for all donor types
- Ensure creation and maintenance of fundraising policies and procedures for gift acceptance and processing, database management, special events, benefit events and promotions, grant processing and reporting, and donor recognition.

Community Engagement

- Guide and supervise the work of the development team and efforts to educate and activate individuals and organizations to participate in efforts designed to support the mission of the Food Bank.
- Oversee community outreach and education, and advocacy efforts
- Guide implementation of strategies designed to engage volunteers in the work of FAKH, across both branch areas, and to steward and build those relationships over time

Marketing & Communications

- Guide and supervise the work of the Marketing & Communications Manager to ensure consistent messaging throughout and about the organization and to build and maintain FAKH's visibility and brand awareness, and brand health
- Oversee media relations, print publications and digital media communications, including FAKH's newsletter, brochures, website, email campaigns, social media, news releases and other communication strategies

Core Competencies

- **Commitment to Mission:** Commitment to fulfilling the mission of FAKH and representing the brand positively internally and externally. Demonstrates compassion and sensitivity to vulnerable populations.
- **Visionary Leadership:** The ability to inspire and retain a talented team through management, coaching, and mentorship, consistently eliciting trust and serving with integrity.
- **Customer Service Orientation:** Strong commitment to customer service while demonstrating compassion and sensitivity to vulnerable populations.
- **Strategic Planning and Analysis:** The ability to establish and execute sound business practices and metrics through thoughtful planning and analysis.
- **Relationship Building:** Demonstrated success in building and managing relationships, both internally and externally.
- **Accountability and Achievement:** Self-directed, driven, and accountable for achieving high results individually and organizationally. Must be capable of managing multiple responsibilities simultaneously in a fast-paced, growth environment;
- **Effective Communication:** Persuasive and articulate communicator both verbally and in writing.

Must interact effectively and professionally with the Executive Director.

- Problem Solving: Capacity to solve a wide range of complex problems and lead through implementation in a fast-paced environment.

Qualifications:

- Bachelor's Degree or equivalent experience in business, marketing and/or fundraising.
- Two years of demonstrated leadership success in fundraising and/or grant management.
- Experience in short and long-term planning, evaluation, directing and motivating staff.
- Outstanding verbal and written communication skills, marketing and financial management.
- Ability to manage multiple priorities, be reliable with attention to detail.
- Excellent knowledge and skills using MS Office (Word, Excel and Access)
- Valid Kentucky Driver's License and a good driving record.

Work Schedule: Monday-Friday 7:30 a.m.- 4:30 p.m. Days and hours are flexible to fit the needs of position requirements and FAKH mission. Occasional travel throughout FAKH service area, as well as state-wide and national destinations.

FLSA Status: Exempt

Reports to: FAKH Executive Director