



Inspiring all girls to be
strong, smart, and bold

TITLE: Development and Communications Director

CLASSIFICATION: Exempt

PRIMARY FUNCTION/PURPOSE

The function of the Girls Inc. Development and Communications Director is to ensure that Girls Inc. has the financial resources to deliver on its mission. This position is responsible for the creation and implementation of a strategic approach to fundraising and communication which includes individual appeals; donor communication; stewardship; special events; sponsorship solicitation; major gifts; corporate and foundation donations; city, county, state, and federal government grants; grant development and management; donor database; and in-kind resources. This position will work with colleagues across the organization to ensure that fundraising targets are met, that grant, and contractual obligations are adhered to, and that community relationships remain strong. The Development and Communications Director also provides support to the President/CEO and the Board, managing the calendar of donor engagement and moves management system.

SALARY RANGE: \$56,000 to \$62,000

YEARLY FUNDRAISING GOAL: \$1,500,000 to \$1,700,000

PRIMARY RESPONSIBILITIES

Major Gift Management and Donor Development

- Research corporate, foundation and individual prospective donors
- Monitor trends in the community and adapt fundraising strategies as necessary
- Support the President/CEO and Board with briefing materials on prospective donors, facilitate meetings, manage next steps and moves management system for President/CEO and Board visits

Individual Fundraising and Communications

- Oversee the development and implementation of the year-long communications calendar that coordinates email, social media, and event communications
- Administer mail and online appeals regularly throughout the year
- Manage the affiliate's website and social media presence including routinely updating content
- Coordinate the writing, design, preparation, production and distribution of Girls Inc. brochures, publications and collateral materials

Donor Relations

- Develop and implement a year-long stewardship calendar that coordinates with fundraising and special events, providing tailored and personalized stewardship opportunities to top donors and prospective donors
- Ensure donor comments and feedback are passed along to the appropriate colleagues in the development and other departments.
- Implement all fund development plans in accordance with ethical fundraising principles.

Database and Dashboard Management

- Develop and implement fund development database; including data entry, reporting and list outputs, ensuring accuracy of all data, and generating financial reports.
- Execute list segmentation queries and prepare final mailing lists for special events, annual appeals and email campaigns.
- Prepare analysis of fundraising campaign results and donor giving patterns to help determine effective fundraising plans.
- Prepare regular reports on progress, budgets, receipts and expenditure related to fundraising and the management of the fund development activities
- Maintain and improve the existing systems and processes to provide gift processing and acknowledgement, gift accounting, reporting and stewardship.

Grant and Proposal Management

- Maintain a grant-management system, ensuring that all deadlines and requirements are met.
- Research and evaluate "requests for proposals" and opportunities for grant funding in alignment with the overall strategic plan of the organization.
- Work with the President/CEO, the Program Director and Managers to develop and submit grant proposals.
- Track all grant funding including upcoming deadlines, submitted applications, and funded applications.
- Coordinate and prepare grant applications and reports, including collating information needed for the application or report, writing first drafts, editing final drafts, preparing budgets and other attachments and submitting all necessary information.

Events Management

- Oversee the planning and execution of fundraising events, both to generate revenue for the organization and to identify new potential major donors
- Manage all event (in-person and online) details – from start to finish – including, but not limited to: sponsorship, ticketing & sales, site logistics, guest management, staffing & volunteer recruitment, catering, AV/lighting, pre-event marketing, event collateral (i.e. invites, signage), day-of event program (i.e. special guests, emcee), pre-& post event functions, post-event communications, and event-related reporting
- Oversee and manage event-planning timelines and agendas
- Manage digital platforms for marketing & promotion: primary website sections, event-specific microsites, social media event pages, email invitations, and online ticket & sales
- Manage physical components of marketing & promotion: mailed save-the-dates and invitations, press releases, and all event collateral

Marketing and Communications

- Oversee the develop and execution of integrated social media and web strategy for the organization, insuring consistent messaging across organization's multiple platforms
- Manage Girls Inc. of San Antonio branding in compliance with national Girls Inc. guidelines ensuring brand and message consistency across all communication

Other Duties

- Build relationships with community stakeholders to advance the mission and fundraising goals
- Be familiar with youth development, trauma informed care, and developmental assets research and trends
- Represent Girls Inc. of San Antonio in the community at meetings with current and potential donors as well as external events
- Provide administrative and logistical support to executive and board
- Participate in special projects and take on additional tasks as requested

GENERAL EXPECTATIONS

- Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques. Ability to make effective presentations to audiences.
- Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problem, and make decisions that enhance organizational effectiveness.
- Lead: Positively influence others to achieve results that are in the best interest of the organization. Ability to work unsupervised.
- Organize: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- Customer Service: Respond to customers/clients (children, community members, co-workers, donors, board members, family members, and volunteers) in a timely and thorough manner; does what is necessary to ensure customer/client satisfaction; prioritizes customer's needs and follows up to evaluate customer's satisfaction.

JOB REQUIREMENTS

- An articulated belief in the mission of Girls Inc.
- College degree in relevant field or equivalent work experience.
- Fundraising experience (4+ years) within the non-profit community and knowledge of donors that support youth develop organizations
- CFRE preferred
- A proven track record of delivering fundraising success including experience in writing grants, implementing special events, and soliciting major donors
- Bi-lingual strongly preferred, Spanish.
- Proficiency in the use of computer for: fund raising software, word processing, presentations, databases, spreadsheets, mail merge, email, and internet
- A sense of humor
- Responsible for own personal safety, your co-workers, and others that might enter your work area.
- Driving requirements: Must maintain a current drivers' license with proof of automotive liability insurance. Must have access to reliable and safe transportation. Willingness and ability to use personal vehicle for work activities.

DESCRIPTION OF THE WORKING ENVIRONMENT

- Work environment is the Girls Inc. office; however, some work assignments are completed outside of an office setting, including program outreach sites and special event locations
- Weekend and evening work is required

DESCRIPTION OF ORGANIZATIONAL RELATIONSHIP/REPORTING RELATIONSHIP

Supervisor: President/CEO of Girls Inc. of San Antonio

Supervises: Communications and Special Events Coordinator
Interns and Volunteers as needed

Employee: _____
Print Name Signature Date

Supervisor: _____
Print Name Signature Date

**If Interested, please e-mail cover letter and resume to
Lea Rosenauer, President/CEO at rosenauer@girlsincsa.org**