

Development Director

Purpose: To ensure and strengthen the financial health and community reputation of ZoeCare.

Description: The Development Director oversees all aspects of donor acquisition and retention by strengthening ZoeCare's rapport community-wide and developing best practices in raising necessary operating funds. He or she creates and implements ZoeCare's marketing plan, including all advertising and events for donors and patients.

Reports To: Executive Director

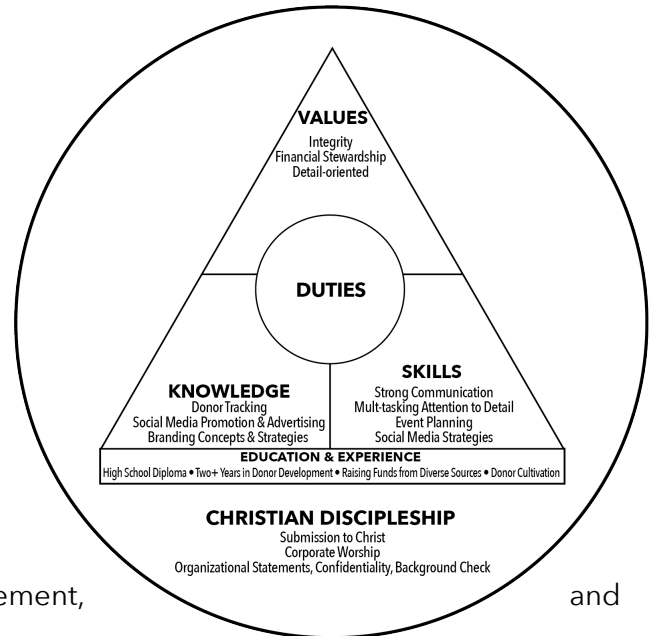
Supervises: Bookkeeper, Administrative Volunteers

Weekly Hours: 24 (up to 32 as necessary)

Strategic Importance: The Development Director ensures that ZoeCare has the financial strength to carry out its mission and reputation to keep its services top of mind for potential patients.

Christian Discipleship: These core characteristics are required for all employees and volunteers.

- Submit to Christ's leadership and guidance.
- Participate in corporate worship at a local Christian church.
- Agree with ZoeCare's *Organizational Statements*, conform to and sign the ZoeCare confidentiality statement, documented completion of a Montana criminal background check.



CORE COMPETENCIES: Development Director

Duties:

- Create and implement annual development plan and strategy (including all marketing, advertising, donor cultivation, and events).
- Lead and manage ZoeCare's overall development efforts to consistently raise the annual budget.
- Establish short- and long-range goals for unrestricted funding sources and enlist staff support. Strategize and orchestrate methods of approach to corporate and individual donors. Work with staff to develop funding related projects and individual donor campaigns.
- Cultivate, nurture, and grow relationships with current and potential foundations, corporate sponsors, and individual donors.
- Cultivate donors by producing special correspondences, preparing letters of acknowledgment, scheduling and attending in-person visits, and writing thank you cards.
- Provide necessary support for grant proposals and reports.
- Manage annual giving campaigns; cultivate major gifts and maintain a planned giving program.
- Maintain donor database.
- Lead the Engagement Team and direct fundraising and outreach activities.

- Work closely with ZoeCare's bookkeeper, accountant and board treasurer to ensure all financial and legal forms and reports are submitted to the appropriate entities on time.
- Take the lead in planning and executing ZoeCare events, including negotiating facility contracts and booking event facilities, arranging food and beverages, ordering supplies, making travel arrangements, and ensuring appropriate décor to meet the quality expectations of ZoeCare.
- Create and implement an ongoing plan to reach MSU students with the awareness and message of ZoeCare. Act as the lead for all MSU events and contracts (e.g. sporting events, Catapalooza, etc.).
- Pursue new ways to build ZoeCare's brand recognition.
- Oversee the creation and delivery of ZoeCare's monthly enews.
- Oversee all social media and online communication, making sure ZoeCare's online presence is kept up to date.
- Propose new ideas to improve the event planning and implementation process.
- Serve as liaison with vendors or churches on event-related matters.
- Prepare and oversee materials needed for church fundraising (e.g. Baby Bottle Campaign, etc.).
- Ensure all events are completed to ZoeCare's standards and all relevant results and details are thoroughly recorded.
- Keep ZoeCare's websites updated.
- Other duties as assigned.

Knowledge:

- Donor tracking software and systems.
- Social media promotion and advertising.
- Branding concepts and strategies.

Skills:

- Strong, engaging interpersonal written and oral communication.
- Handling and prioritizing multiple tasks while maintaining attention to detail.
- Event planning.
- Social media strategies.

Values:

- Financial Stewardship.
- Detail-oriented.
- Integrity.

Education & Experience:

- High school diploma (college degree preferred)
- Two+ years in donor development.
- Experience raising funds from diverse sources (including major gifts from individuals, foundations, and corporations).
- Experience in donor cultivation, contracts management and special events.