

WNY Women's Fund

Director of Development & Communications

Position Summary:

The Director of Development & Communications is responsible for the WNY Women's Fund's overall fundraising and development plan including its implementation, and leading large, special events. In addition, the Director leads overall communications including outreach to the media, donor recognition, and content materials (e.g. newsletters). The position is full time with benefits. The Director of Development and Communications reports to the Executive Director of the WNY Women's Fund.

Principal Duties and Responsibilities:

CREATE DEVELOPMENT AND COMMUNICATION PLANS

- Develop, monitor and execute a strategic plan for fundraising with differentiated giving strategies. The plan will include strategies addressing annual fundraising, planned giving, multi-year pledges, major gifts, and grants.
- Evaluate existing communication vehicles and create an overall communication and marketing plan that builds on the Fund's existing brand and furthers its mission.
- Collect and integrate best practices from local and national organizations, including Women's Funds across the globe, into Development and Communication plans.
- Work with the Development Committee (a Board Committee), the Board, and the Executive Director to ensure both plans meet the goals and objectives of the Fund.
- Oversee the development of marketing materials and collateral to support Development and Fund visibility efforts.
- Develop and administer the annual operating budget for Development and Communications.

LEAD FUNDRAISING ACTIVITIES

- Drive the business development process from prospect/lead generation to close, pulling in additional resources (Board Members, Executive Director, etc.) as necessary.
- Identify opportunities for grant support and work with the Director of Program to achieve the grant budgeted and strategic objectives.
- Manage all aspects of unique special events, including the Fund's Signature Event and Donor Thank You Receptions. Organize all events and content, work with Board Volunteer Committee on sponsorship (where appropriate), attend events, and evaluate their effectiveness.

COMMUNITY AWARENESS AND MEDIA OPPORTUNITIES

- Lead ongoing outreach to media on activities of the Fund to drive community Fund awareness and media placement.
- Develop and deliver marketing content via electronic and social networking channels to engage prospects, donors and constituents. Work in conjunction with the Administrative Coordinator to ensure consistency in message, voice and plan with relation to social media and on-line content.

DEVELOP AND MAINTAIN SUPPORT SYSTEMS

- Develop process to communicate regular prospect updates to Board Members and Development Committee.
- Prepare and conduct Development Committee meetings with the Development Committee Chair.
- Oversee donor history and document donor relationships in development data base to ensure proper tracking of all donors/prospects.
- Oversee and manage gift acknowledgement process and financial balancing in conjunction with the Administrative Coordinator.
- Deliver Development and Communications updates to Board Members prior to standing Board Meetings (~6x/year).

Preferred Qualifications:

- Bachelor's degree
- Minimum of five years of related experience with a strong track record of successful development campaigns
- Knowledge of Buffalo's corporate, foundation, and philanthropic community
- Excellent organization, verbal and written communication skills
- Ability to manage a variety of responsibilities simultaneously while being extremely well-organized and detailed orientated
- Passion about issues affecting women and girls in WNY
- Excel and Powerpoint proficiency a must. Knowledge of donor databases required. Salesforce knowledge a plus.
- Development credentials or membership in the Association of Fundraising Professionals a plus
- Valid driver license and reliable automobile

About the WNY Women's Fund:

The WNY Women's Fund's mission is to be a leader in identifying, communicating and funding innovative, effective solutions that improve the lives of women and girls in Western New York. The Fund raises money provides leadership, and makes grants to local community programs that result in systemic change and help women and girls develop self-reliance and become economically self-sufficient. The Fund also advocates for policy changes and increased philanthropy by and for women and girls. Pathways to Progress, a groundbreaking initiative and the first region wide assessment of the status of women and girls, was recently released by the Fund and represents its new platform for action.

United Way of Buffalo & Erie County and the WNY Women's Fund have a commitment to equal opportunity employment by affirming the value of diversity and by promoting an environment free from discrimination.

Submit resume, cover letter and references via email to:

Beth Sullivan

United Way of Buffalo & Erie County

Human Resource Manager

jobs@uwbec.org