



women aware

MOVING BEYOND ABUSE

Position Open June 2019 Director of Development

Women Aware, Inc. is the lead agency for victims of domestic violence in Middlesex County. Women Aware's mission is to end domestic violence in the lives of men, women and children and to change societal attitudes and institutions that promote and condone violence, through public policy advocacy, education, and programs and services that promote lives free of abuse.

Qualifications:

- Minimum of five years of development and fundraising experience, MA preferred.
- Previous work with donor cultivation, fundraising, public relations, marketing, communications, funders/grants and database management experience is preferred.
- Must be organized, self-directed, creative and able to multi-task projects simultaneously. Must be able to work effectively with a team.
- Excellent interpersonal, verbal, analytical and written communication skills.
- Some evenings and weekends required.

General Responsibilities:

In collaboration with the CEO, carries the responsibility for directly supervising the Development Department. This includes, but is not limited to the following:

- Responsible for the management of the Development Office, which includes all aspects of fundraising from private sources (corporate, foundations, organizations), donor cultivation and stewardship, communications, and public relations.
- Responsible for media relations, communications, social media and marketing related to development.
- Outreach and develop relationships with private funders and community individuals and groups willing to support the organization.

Specific Duties:

- Develop comprehensive, integrated advancement plan for Women Aware, Inc. in collaboration with the CEO, including quantitative and qualitative goals and objectives, strategies and tactics, timeline and budget. Development focused strategies serve to: a) strengthen, sustain and expand existing programs, b) establish new initiatives and achieve sustainable growth and/or replacement of existing sources of funding.
- Public Relations and Cultivation of Donors – Manage integrated, multi-channel direct marketing program in conjunction with the CEO; develop programs that foster donor acquisition and retention. Develop and steward relationships with past (lapsed), present and potential donors. Be a liaison with donors and the board and/or agency programs. Identify and encourage important relationships between trustees, staff and community members. Maintain prospecting, cultivating, soliciting and stewarding lists and review and evaluate for intended purposes. Direct the identification, research, cultivation and solicitation of major gift prospects. Begin developing Planned Giving strategies for future prospecting.
- Communications – Develop and implement an integrated, strategic communications plan to advance the Women Aware brand; responsible for media relations; manage PR and development/fundraising material on the website; and manage the development, production, and distribution of print and electronic communications that engage clients, funders and the community. Distribute and track broadcast email, publications and collateral materials. Coordinate design, production and distribution of the annual report. Develop, maintain and



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produce analytical reports on communications program. With support of Admin, oversee correspondence to donors, community organizations, corporations, funders, interested groups and individuals for development and public relations projects.

- Development Operations - Ensure the use of effective and efficient business processes and best practices; establish policies and procedures for inputting, training and maintaining the database. Maintain donor database, including integrity of data input and output. Ensure timely and accurate donor acknowledgement. Manage integration between donor database and website donations. Provide technical support for appeals including mailing lists and segmented merges. Maintain digital and hard-copy records.
- Develop and Coordinate Special Events – Plan and manage strategic development events that build awareness of Women Aware, engage the community and cultivate prospective funders. Coordinate all fundraising events with the cooperation/support of community volunteers, trustees, Fundraising Chair, committee members and staff. Manage income and expense budget for each event.
- Constituent Relations – Conduct community outreach that educates the public about domestic violence and serves to increase awareness of Women Aware. Interface with community members and groups interested in supporting Women Aware. Respond timely and support follow-up communication with community organizations, corporations, civic clubs, scouts, families and individuals who are interested in fundraising for Women Aware. Represent Women Aware at community events or send a representative. Recruit and manage volunteers who assist with development and public relations activities.
- Procurement of Funds – Assist Grants Coordinator seeking private fund opportunities through foundations, corporations, organizations and community relationships that have been built with Women Aware. In cooperation with the Grants Coordinator, and as necessary, develop and review proposals for funding for projects and operations. Meet with potential funders and grant/fund advisors as agreed upon with the Grants Coordinator and/or CEO. Assist Grants Coordinator and Chief Operating Officer (COO) with government grants as necessary.
- Administration - Compile monthly, quarterly and annual narrative and statistical reports as required. With the support of Admin, oversee and coordinate the 'thank you letter' process for all donations and events; draft annual report; maintain database/ mailing list and information on organizations, funders, donors etc. and maintain hours of volunteers participating in development activities. Supervise and evaluate staff, students/interns and volunteers assigned to you or projects under your direction. Attend board, committee and staff meetings and supervision as requested. Monitor development department expenses.
- Training - Participate in NJ Association of Fundraising Professionals organization and other related organizations that enhance development strategies. Participate in skill-building trainings related to development, public relations/marketing and domestic violence. Meet with development consultant as scheduled.

Salary: \$70 - \$80,000 and benefits, based on experience

Location – New Brunswick, NJ

Women Aware is an Equal Opportunity Employer

Please send cover letter and resume to:

nonprofitbiz27@gmail.com

5/30/19