

# CASA of Denton County, Inc.

**Job Description:** Development Director

**Classification:** Exempt Full-time Position

**Reports to:** Executive Director

## Qualifications:

- Minimum of a bachelor's degree, preferably in related field, or at least four years relevant experience
- Minimum three years direct development experience in special events, campaign coordination, marketing and communications in a fundraising environment
- Experience in supervision
- Excellent professional oral and written communication skills, including public presentation skills
- Organizational skills with attention to detail
- Ability to interact cooperatively with diverse populations and different types of personalities
- Computer literate: experience with Microsoft Office, database management programs, websites and social media
- Ability to maintain confidentiality and discretion

## Responsibilities:

- Events
  - Develop, and oversee planning and implementation of major and minor fundraising events annually
  - Supervise Special Events Coordinator, develop overall goals for and monitor progress of all events (fundraising, awareness and in-kind donation drive)
  - Serve as staff liaison with board committees, including fundraising/PR and event committees
  - Keep abreast of events and initiatives in the organization's service area which do or may have an impact on CASA fund raising efforts
- Public Relations/Marketing
  - Oversee development and maintenance of all agency publications and communications including newsletters, annual report, brochures, fact sheets, website, social media sites, e-newsletters, etc.
  - Arrange and/or make presentations to increase community awareness of agency generally
  - Work with agency volunteers as needed to develop and train speakers for presentations
- Fundraising
  - Coordinate and implement on-line fundraising campaigns for the agency
  - Develop and implement Annual Fund program, including mailings/email appeals and fund drives such as North Texas Giving Day.
  - Develop and implement stewardship program aimed at cultivating deeper ties between the agency and donors
  - Meet current and prospective donors and supporters on a continual basis to establish effective communications with them.
  - Develop and ensure the growth of a major gift/donor program including identification, cultivation, solicitation, and stewardship of major donors.
  - Create and build planned giving program with focus on deferred gifts such as bequest expectancies
  - Oversee development and implementation of annual development plan, reporting regularly to the Executive Director about the progress of initiatives
  - Input, or oversee input of, and maintain development records into donor database
  - Prepare, or oversee preparation of, acknowledgements for all donations (monetary and in-kind)
  - Ensure maintenance of Constant Contact donor list and fundraising event volunteer list
  - Compile data and report relevant statistics to board committees and Executive Director including donor lists, funding information, event information and cost/benefit analysis
  - Assist with special campaign development and implementation – including capital or endowment campaigns
  - Assist Executive Director with grant writing, grant management and cultivation/stewarding of grantors
  - Special projects and/or designated responsibilities as assigned, including occasional supervision of interns
- Participate in continuing education opportunities relevant to this position
- Other duties as assigned by the Executive Director

## Conditions of Employment

- Flexible schedule includes regular office hours and frequent evening and weekend work
- Must have daily transportation in order to attend meetings and represent CASA in the public
- Bending and lifting when setting up for events, storing supplies, moving donations, etc.
- Standing for long periods of time when making presentations, at special events, etc.