



**GREAT FUTURES START HERE.**

## Director of Engagement & Major Gifts

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| Job Title:     | Director of Engagement & Major Gifts                  |
| Job Location:  | Lucy Simms Educational Center, Harrisonburg, Virginia |
| Reports to:    | Executive Director                                    |
| Position Type: | Full Time, with benefits, exempt                      |
| Salary Range:  | \$45,000 - \$60,000, based on experience              |

### Role Purpose

Boys & Girls Club of Harrisonburg & Rockingham County is seeking a professionally experienced individual to fill the Director of Engagement & Major Gifts position. This position is critical to the non-profit's success by managing community outreach which focuses on revenue generation and mission support. The person in this position partners with the Executive Director and Board of Directors to develop fund raising strategies. S/he develops the fundraising action plans and executes those plans to meet annual budget requirements. This individual understands this is all accomplished by establishing donor confidence and relationships key to the support of the Club's mission.

### Mission Summary

Boys & Girls Club of Harrisonburg & Rockingham County enables young people, especially those who needs us most, to realize their full potential as productive, caring, responsible citizens. Our program has seven clubs serving ages 5-18 totally approximately 900 youth annually. Clubs are open before and after school and all-day during summer and holidays. The Clubs serve a critical function in providing safe, enriching spaces for young people in the "out of school-time arena" when schools are closed and adult guidance is limited.

### Critical Responsibilities

- Active leading in the creation of a resource development plan with the Executive Director and the Resource Development & Marketing Committee of the Board of Directors to meet budgeted annual giving targets.
- Direct implementation and execution of the resource development plan in partnership with the Executive Director and the Resource Development & Marketing Committee of the Board of Directors. Review and update the plan quarterly and annually.

### Supporting Responsibilities

- Plan solicitation strategies with the Executive Director to meet budgeted annual giving targets.
- Develop productive and strategic partnerships with corporations, businesses, and individuals in the Club's service area.
- Work with the Board and other volunteers to raise resources and awareness for BGCHR.

- Actively maintain and increase the donor database to promote cultivation and solicitation of gifts.
- Create and send all appeal letters, thank you letters, and agency informational correspondence to investors and supporters.
- Lead, create and/or assist with all fundraising events to garner awareness and increase support.
- Assist in the development of the Club's annual budget as it relates to resource development.
- Identify and cultivate major individual donors and direct their solicitations.
- Develop and implement marketing plan to support fund raising objectives.
- Write grant proposals and monitor processes and outcomes with Club Unit Directors.
- Assist with board meeting preparations and with board committees.
- Provide a leading role in the Resource Development and Marketing Committee.

### **Relationships**

- Internal:** Maintain contact with the Executive Director, other staff, and the Board of Directors as required.
- External:** Create and Maintain contact with potential and current investors/donors, corporate and businesses partners, public relations and marketing professionals, and other community groups.

### **Requirements & General Information**

- Hours:** Full time position, Monday – Friday, primarily office hours; some evenings and weekends are required
- Education:** Four-Year Bachelor's Degree, and minimum four-year's experience in direct fund raising
- Salary:** Commensurate with experience. Generous paid time-off policy. Competitive benefits package including retirement and health insurance.
- Travel:** Some travel required

### **Key Skills and Knowledge**

*The following skills and knowledge will set you up for success*

- Strong awareness of the importance of interpersonal communication, and relationship establishment and maintenance necessary for the non-profit fundraising arena
- Ability to have flexible communication skills and presentation methods to quickly adapt to different sponsor's or donor's preferences
- Excellent communication skills: both verbal and written to build long term relationships with donors and volunteers and persuasively explain our cause
- People management abilities: adept at managing others, whether they are part of your team, in the wider organization, or community partners and volunteers
- IT skills: direct experience using and managing databases, mail merge, spreadsheets, presentation and other Microsoft and/or Google software

- Some budget management: to support the fundraising financial targets and timelines
- Very strong organizational abilities
- Research knowledge: to devise strategies to take advantage of donation opportunities
- Direct experience using Facebook, Instagram and other social media applications and some experience with Wordpress or other website software.
- Events management experience
- Public relations and/or marketing knowledge

Email cover letter and resume to Sandra Quigg, Executive Director, Boys & Girls of Harrisonburg and Rockingham County [squigg@bgchr.org](mailto:squigg@bgchr.org)

Questions may be directed to the same

BGCHR is an equal employment opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

*Disclaimer: The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.*