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Director of Engagement

Job Title:	Director of Engagement
Job Location:	Lucy Simms Educational Center, Harrisonburg, Virginia
Reports to:	Executive Director
Position Type:	Full Time, with benefits, exempt
Salary Range:	\$45,000 - \$55,000, based on experience

Role Purpose

The purpose of this role is to raise funds and awareness for Boys & Girls Club of Harrisonburg & Rockingham County. This position is critical to the Clubs' success directly impacting revenue and public's awareness. This person partners with the CEO and Board of Directors to develop and implement fund raising action plans to meet annual budget requirements of around \$500,000 in individual and corporate support.

The successful candidate is seeking a professional position using their creativity, passion for people, and drive to achieve. Characteristics most beneficial for this position are persistence, initiative and independence, achievement, attention to detail, collaborative, and having analytical thinking. The Director of Engagements accomplishes the job best by establishing donor confidence and engaging key relationships in support of the Club's goals and 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 approximately 900 youth ages 5 to 18 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

- Assist CEO and Board Resource Development Chair to develop a fund raising and marketing plan.
- Execute the development plan in partnership with the CEO and the Resource Development & Marketing Committee of the Board of Directors. Review and update the plan quarterly and annually.
- Maintain donor database and donor correspondence and organize board volunteers and CEO for solicitations.

Supporting Responsibilities

- Plan solicitation strategies with the CEO 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, as needed.
- Assist with board meeting preparations and with board committees.
- Be staff liaison to lead the Resource Development and Marketing Committee.

Relationships

- Internal:** Maintain contact with the CEO, 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. Work with contracted events planner for large annual event.

Requirements & General Information

- Hours:** Full time position, Monday – Friday, primarily office hours; some evenings and weekends are required. Remote work possible as agreed-upon.
- 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

- Direct experience raising money.
- 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, CEO, Boys & Girls of Harrisonburg and Rockingham County 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.