



ADVANCEMENT DIRECTOR

Summary:

The Director of Advancement is responsible for developing and implementing the development strategy for Exalta Health. Reporting to the President, the Director is responsible for achieving the fund development goals and engaging stakeholders in advancement activities of the organization. The Director manages the development and use of social media, public relations and marketing materials. Additionally the Director oversees and manages all special events.

Specific areas of responsibility:

Fund Development

- Designs, implements and manages annual fund development plan that includes as needed annual giving, major donor, endowment and capital campaigns, special projects, and other agency related solicitations
- Manages strategies and activities for donor cultivation, solicitation, and relations
- Maintains contact with and develops grant proposals for foundations, corporations and government funding sources as requested
- Develops a comprehensive planned-giving program
- Coordinates the implementation of fund development events including sponsorships and donor recruitment/follow up activities
- Attends Board Development Committee to assist in developing and monitoring strategies to initiate and meet fundraising goals
- Develops fundraising training for Board members and other leadership volunteers as requested
- Provides to the President development reports as requested
- Assists the President, Board Members, and other volunteers with recommending and researching potential new major donor's members
- Manage relationship with contract grant writers

Donor Relations

- Develops and manages donor development plan which includes the President, Board members, assigned staff, and other key volunteers



- Assists in maintaining the donor database
- Ensures all donors are kept up to date with Exalta Health activities and events
- Ensures all donors are thanked and recognized appropriately

Communications and Marketing

- Develops communications/marketing plan that promote Exalta Health's mission, programs, and fundraising goals
- Manage the design and production of all major publications, including the agency newsletter, the Annual Report, the website, and print marketing materials
- Develops and implements a promotion strategy through social media
- Develops and implements strategies with the Volunteer Coordinator to promote Exalta Health's mission to the community at large
- Attends Board Communications Committee to assist in developing and monitoring strategies for promotion and marketing
- Manages relationships with all contracted services
- Coordinates and promotes 101 informational lunches

Fund Development Office Infrastructure

- Works in collaboration with the Executive Assistant to create and maintain office systems to support all Advancement projects and operations
- Coordinates advancement research activities
- Oversees the management of databases and all records, files, and gift processing
- Manages acknowledgement of all gifts to donors
- Supervises staff members and volunteers assigned to the Advancement department



Qualifications:

- Personal commitment to the organization's mission and values
- A minimum of 5 years professional fundraising experience
- Bachelor's Degree with specialized training in fund development
- Proven experience in designing and managing development or marketing programs
- Experience with developing and maintaining productive working relationships with board members and donors
- Excellent verbal and written communication skills
- Ability to work as a leader and as part of a team
- Familiarity with health care
- Experience in working with diverse populations
- Able to maintain a flexible schedule with some evening and weekend hours as needed

Salary and Benefits:

- Full time salaried position based on 40 hours per week
- Health insurance benefits as specified in the Handbook
- PTO and holiday time
- 403b Annuity Account