



Job Description

Job Title:	Vice President of Development and Mission Advancement
Department:	Development and Mission Advancement
Reports To:	President/Executive Director
FLSA Status:	Exempt
Reviewed By:	Axiom HRS
Prepared Date:	1/19
Approved By:	President/Executive Director
Approved Date:	1/19

JOB SUMMARY: The VP of Development and Mission Advancement leads fundraising for Coburn Place and is part of the Executive Leadership team. The VP represents the core values and mission of the organization. The VP leads and manages all aspects of fundraising; resource development; community and volunteer engagement; and, internal and external communications including public relations, marketing and social media. The VP may serve as a spokesperson for Coburn Place in the absence of the Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Creates, manages, and measures comprehensive and strategic plans for all fundraising (including annual fund and all campaigns/initiatives), resource development, marketing, and communications. Establishes giving and sponsorship levels and benefits for annual fund and initiative-based fundraising events and campaigns.
2. Ensures and incorporates best-practices and processes for non-profit fundraising, resource development, marketing, and communications based on best practices, industry trends, and in alignment with Coburn's philosophy.
3. Develops and implements donor moves-management strategy.
4. Personally manages a portfolio account of major donor relationships. Ensures VP and Pres/ED are assigned the combined top 15% donor accounts to relationship manage. Ensures Board members are included in portfolio regardless of giving levels.
5. Segments donor and prospect portfolios (major, annual fund, campaign, lapsed, planned, corporate, civic, faith-based) and assigns to appropriate relationship manager (Pres/ED, VP of Development, Annual Giving Officer, Planned & Campaign Giving Officer, Community Relations & Communications Manager, Volunteer Coordinator, Grants Program Manager) to ensure a moves-management cultivation strategy is implemented.
6. Works with Pres/ED, Gifts Officers, Grants Manager and VP Operations to designate if the donor relationship/gift should be managed with Coburn's Grant Program (ie some corporate or individual foundation/advised gifts may be called "grants" by the donor but in actuality function as relationship-based gifts and are best relationship-managed by the Development Dept. while some corporate or individual foundation gifts which are highly regulated and/or with reporting and/or reimbursement requirements are typically better relationship-managed within the Grants Program).
7. Incorporates the Board of Directors into the donor relationship-management plan.
8. Achieves fundraising goals (industry % rate-based for individual, corporate, civic, and faith-based) set by, and in conjunction with, the President/ED and the Board thru the annual budgeting process and campaign/initiative-giving design planning. Monitors goal performance and implements course correction strategies when warranted.



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9. Leads, in conjunction with the Board's Development Committee Chair, to engage, manage, train, and measure the fund and resource development functions and performance of the overall Board of Directors.
10. Maintains up-to-date and accurate Board Engagement Reports outlining progress on individual and group Giving, Getting, and Involvement goals. Posts relevant information to Boardable. Manages the Board relationship and giving portfolio incorporating the Pres/ED.
11. Leads, in conjunction with the Indigo/Coburn's Young Professionals Chair, to engage, manage, train, and measure the fund and resource development functions and performance of the overall YP group.
12. Achieves communications and marketing goals set in conjunction with the President/ED.
13. Provides development goals performance metrics and variance reports to the President/ED, Board, and Development Committee monthly and to funders as assigned.
14. Manages the Development staff to achieve goals including: contributions, donors retained, new donors prospected/cultivated/solicited, gifts increased, recurring gifts, planned gifts, sponsorships, campaign and initiative-giving performance, earned/purchased media metrics, social media metrics, and in-kind time and items valuations. Successfully incorporates moves management and course-correcting strategies to achieve goals.
15. Provides top-level thinking, variance analysis, and recommendations to the Pres/ED, Board, and Development Committee regarding fundraising, resource development, and marketing/communications.
16. Trains, inspires, and integrates the Development staff, full Board, and Development Committee to achieve donor prospecting, cultivation, solicitation, stewardship, and recognition goals.
17. Develops and manages a media and marketing plan, in conjunction with the Communications/Marketing staff/contractor and the Pres/ED which significantly enhances Coburn Place's recognition, community branding, and image in Central Indiana, and at the state and national levels.
18. Provides oversight and strategic direction to the Communications/Marketing staff/contractor, ensuring the voice/language/point of view of Coburn is appropriately conveyed, in the creation and distribution of direct mail or electronic mail appeals, newsletters, annual report, thank you letters/notes, social media content, news releases, opinion editorials, graphic design pieces, website content, and any other marketing, visual, or print related material.
19. Ensures communications staff, office management staff, and data/technology staff work effectively together to ensure the timely, accurate, and seamless distribution of direct and electronic mail, newsletters, gratitude/thank-yous, stewardship, and/or solicitation materials. Ensures donors are appropriately segmented for intended communication.
20. Oversees the establishment of metrics for measuring special (fundraising and awareness-raising) events to determine returns and efficiencies. Ensures all events are well planned and executed.
21. Ensures Coburn's online giving capabilities are user-friendly and well-maintained according to industry best practices. Works with Data & Technology Manager to ensure tools are functioning as planned.
22. Works with Data & Technology Manager to optimize use and maintenance of the Bloomerang database for prospects, gift recording, processing, relationship management, tracking, acknowledgement and reporting purposes, and to ensure accurate interpretation and evaluation of data. Accurately and timely completes assignments and enters interactions into Bloomerang. Accurately and timely submits completed Engagement Reports on new donors/prospects to Data & Technology Manager for a new Bloomerang record to be created. Ensures that the Development staff accurately and timely records data under the purview of the Data/Tech Manager.



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23. Attend events and give presentations, as a representative of Coburn Place, to promote awareness and visibility, and to accept funds.
24. Participate in creating the annual department revenue and expense budget with the Pres/ED and Finance Committee. Manage the Development department expense budget following the established Coburn Place financial management policy and procedures.
25. Hire, supervise, and evaluate the Development staff to ensure overall department goals are achieved.
26. Serves as staff liaison for the Board's Development Committee by ensuring the agenda is planned with the Committee Chair, committee minutes are taken and required documents are timely posted to Boardable.
27. Lead the effort of identifying opportunities for volunteer and in-kind resources. Actively engages program volunteers by providing adequate supervision and job-related training. Maintains knowledge and awareness of volunteer policies and procedures.

SUPERVISORY RESPONSIBILITIES: Supervises employees, individual and group volunteers, and interns in the Development Department. Incumbent carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; scheduling and approving time worked; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty according to the requirements of Coburn Place. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

COMPETENCIES:

Organization-related Competencies – To perform this job successfully, all employees of Coburn Place should demonstrate the following competencies;

Customer Service – Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of Coburn Place above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports Coburn Place's goals and values; Benefits Coburn Place through outside activities; Supports affirmative action and respects diversity.

Oral/Written Communication – Speaks clearly and persuasively in positive or negative situations; Lists and gets clarification; Responds well to questions; Demonstrates group presentation skills and participates in meetings; Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Job-related Competencies – To perform this job successfully, employees should demonstrate the following competencies;



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Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.

EDUCATION and/or EXPERIENCE: Bachelor's Degree (B.A./B.S.) in philanthropic studies, fundraising, business development, public relations, or other related field; and five plus year's related experience and/or training; or equivalent combination of education and experience is required. Master's degree (M.A. /M.B.A.) is desired. Previous demonstrated fundraising and public relations/communications, experience in a non-for-profit environment where working with a Board of Directors was essential to the operations of the organization is required. A Certified Fund Raising Executive (CFRE) certificate or progress toward CRFE certification is preferred.

LANGUAGE SKILLS: Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

MATHEMATICAL SKILLS: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

CERTIFICATES, LICENSES, REGISTRATIONS: A valid Indiana driver's license and a satisfactory MVR is required for this position. CPR and First Aid certification are required and training in bloodborne pathogens and universal precautions is required. A clear DCS history, and clear criminal and sex offender background checks is required. E-Verify is required. A Certified Fund Raising Executive (CFRE) certificate or progress toward CRFE certification is preferred.

OTHER SKILLS AND ABILITIES: Computer software skills required include: Microsoft Outlook, Word, Excel, PowerPoint and Adobe. Ability to operate a printer, copy machine, scanner and other office equipment is desired. Incumbent must have the ability to adapt and conform to shifting priorities and demands and execute accordingly.



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In addition, this position requires a general understanding of grant writing and management. Paying close attention to detail is essential.

OTHER QUALIFICATIONS: Candidate must enjoy public speaking, have an engaging demeanor, and have the ability to write accurately, efficiently and effectively.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently will stand; walk; and lift and/or move up to 25 pounds. The employee occasionally will climb or balance; stoop, kneel, crouch or crawl; and taste or smell.

Specific vision abilities required by this job include close vision (clear vision at 20 inches or less), distance vision (clear vision at 20 feet or more), color vision (ability to identify and distinguish colors), peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point), depth perception (three-dimensional vision, ability to judge distances and spatial relationships), and the ability to adjust focus (ability to adjust the eye to bring an object into sharp focus).

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this job, the employee occasionally is exposed to working near moving mechanical parts, the risk of electrical shock, fumes or airborne particles, toxic or caustic chemicals and outdoor weather conditions when traveling away from the office for meetings, seminars, etc. The noise level in the work environment is usually moderate.

This job description has been approved by all levels of management. Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

SIGNATURES:

Incumbent's Signature

Incumbent's Printed Name/Date

Executive Director's Signature

Executive Director's Printed Name/Date