



EMERGENCY FAMILY ASSISTANCE ASSOCIATION JOB DESCRIPTION

Job Title: Director of Development & Communications
Hours of Work: 40 hours per week
Reports to: Executive Director

Position Summary

The Director of Development & Communications is responsible for strategic development and execution of the annual fundraising plan/budget (currently \$7 million). This position is also responsible for EFAA's marketing and public relations activities and works closely with the Executive Director, Board of Directors, committees and volunteers, and staff to plan, coordinate and implement all activities.

About EFAA

EFAA's mission is to provide stabilizing services, innovative programs, and transformative advocacy to strengthen families and create a thriving community. For over 100 years, EFAA has provided a local safety net to vulnerable households and has increasingly developed deeper programming to more systemically reduce poverty, prevent homelessness, build family resilience and create a more equitable community.

Supervision:

Supervisors are responsible for hiring, training, and evaluating supervised positions consistent with EFAA policies and procedures including annual evaluations and professional development plans for staff members. Documentation and paperwork related to supervisor responsibilities (hiring documents, compensation sheets, timesheets/absence reports, evaluations) completed in a timely and accurate manner.

Supervises: Donor Relations Officer, Communications Manager, Development Database Administrator, Institutional Giving Officer

Essential functions

Fundraising (40%)

- Develop and oversee execution of annual fundraising plan/budget
- Develop overall strategy and plan for cultivation of individual donors to EFAA, including identification of stewardship plan, supervision of Donor Relations Officer position, and engagement of Executive Director, Board and Development and Communications Committee in individual fundraising efforts.
- Develop strategy for major donor program. Directly manage a portfolio of ~50 high-net worth individuals with annual contributions \$25,000+, including stewardship and solicitation
- Develop and implement planned giving program and future fundraising to EFAA's endowment
- Oversee implementation of direct marketing plan, including direct mail and digital marketing program
- Supervise Institutional Giving Officer to deliver foundation, business and government revenue including the submission of accurate and timely grant reports and applications
- Oversee and support other fundraising channels including mid-level giving program, monthly and online giving, third-party and peer to peer events, and workplace/match giving
- Oversee strategy and implementation of annual fundraising events
- Oversee Development Database Administrator to ensure gifts are entered and acknowledged in compliance with IRS rules
- Analyze data relating to fundraising activity; prepare and present reports to Executive Director, Development Committee and Board of Directors.

Communications (25%)

- Develop and oversee implementation of annual multi-channel communications plan/budget
- Manage marketing and advertising efforts across print, radio, social and online platforms
- Oversee digital optimization efforts to better reach target audiences, including participants
- Oversee design and management of EFAA's website
- Supervise Communications Manager to successfully execute day-to-day communications activities

Management (35%)

- Manage the Development & Communications Department to ensure quality of operations, cohesion, collaboration, and success of programming / outcomes
- Represent EFAA within the community, partner agencies and related organizations
- Act as EFAA's internal expert on fundraising and communications and stay apprised of best practices in the field.
- Provide excellent direct supervision to staff, including coaching/mentoring, evaluation, and support of professional development
- Evaluate staff work programs to the end that they support achievement of department goals
- Prepare and manage department budget to meet objectives with available resources and monitor department expenditures against budget. Report on results and variances.
- Attend meetings and contribute to the Board of Directors, Board Committee(s), and Senior Management Team as the leader of Development & Communications within the organization.
- Liaise with committee chairs—Development & Communications and Endowment—to develop agendas and ensure committee member engagement/success.
- Monitor trends in the community or region and adapt fundraising and communications strategies as necessary
- Ensure EFAA's fundraising activities conform to applicable federal, state and local laws and adhere to the highest ethical and professional standards.

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned as necessitated by organizational demands.

Skills/Competencies

- Bachelor's degree or equivalent experience; master's degree preferred or equivalent experience.
- Minimum of five years' experience of increasing responsibility with wide variety of fundraising and communications related strategies
- Proven record soliciting and stewarding major gifts preferred
- Demonstrated ability to develop and execute annual fundraising and communications plans
- Public speaking experience with variety of audiences, as well as excellent oral, written, and interpersonal communication skills.
- Excellent leadership skills and ability to manage a high performing team of individual contributors
- Strong organizational, program and time management skills
- Ability to engage and utilize volunteers in key development related activities.
- Demonstrated ability to work well with a diverse constituency and strong analytical and decision-making skills.
- Experience with Raiser's Edge and prospect research preferred.
- Commitment to EFAA's mission and the principals of diversity, equity and inclusion

Working Environment, Physical Activities and Equipment Used:

Typical office environment. Regularly uses computers for data input and other work. Take proper safety precautions while at work, reports unsafe circumstances and takes action to prevent accidents. Responsible for ensuring volunteers and supervised staff adhere to EFAA Safety Rules at all times.

Compensation

This is a full-time position (100% FTE) or 40 hours per week. The salary range for this position is \$95,000-\$110,000. Competitive pay commensurate with education and experience.

Why You Should Apply

EFAA's culture is employee-focused, providing access to a generous benefits package including:

- Competitive paid time off and holidays
- Choice of employer-paid health insurance plans, including family coverage options
- Employer paid Simple IRA contributions
- RTD Ecompass
- Language bonus for bilingual English / Spanish employees
- Family friendly policies and practices
- A commitment to professional development and training

How to Apply

Please email your cover letter and resume to resumes@efaa.org with the subject line "Director of Development and Communications". Applications will be reviewed on a rolling basis.

Non-Discrimination Policy

Our people are the foundation of who we are as an organization. Attracting, hiring and retaining diverse talent enables us to be more innovative and better serve our employees, volunteers, participants, and the community. EFAA is dedicated to the principles of equal employment opportunity (EEO). We are committed to recruiting, hiring, training and promoting qualified people of all backgrounds, regardless of age, race, sex, color, religion, creed, national origin or ancestry, disability, military status, marital status, familial status, sexual orientation, gender identity or expression, genetic information or characteristics, parenthood, custody of a minor child, pregnancy or any protected class under applicable Federal, State or local laws that is not listed above.