

## **DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS JOB DESCRIPTION**

**Position Title:** Director of Development and Communications

**Purpose:** The Fayette Cares Director of Development and Communications (DDC) is responsible for planning, organizing, and executing fundraising events and activities, as well as engaging with the community to raise awareness of programs and services. The DDC will work closely with the Executive Director, Chief Financial and Operations Officer, and Board of Directors in coordinating these activities.

The DDC works from the main Fayette Cares office and remotely to perform duties in Fayette and neighboring counties. Some on-call, weekend, and evening work, as well as overnight travel will be required. This is a full time, Exempt position with vacation, sick, holiday, and retirement plan benefits.

**Reports to:** Fayette Cares Executive Director

### **Qualifications and Desired Skills:**

- Must support the mission, values, and ethics of Fayette Cares
- At least two years of successful fundraising and donor relations experience, including face-to-face individual gift solicitation
- Bachelor's degree in Communications or related field; another combination of education/experience will be considered
- Excellent written and oral communication skills that compel individuals to action
- Comfort with and willingness to speak publicly
- Excellent organizational and time-management skills, ability to manage projects effectively, and a keen attention to detail
- Demonstrated ability to work independently, simultaneously lead multiple projects, and manage multiple tasks, deadlines, and decisions, with a variety of staff, volunteers, and the community
- Excellent interpersonal skills, including a strong sense of protocol, tact, and diplomacy, and an ability to work well with a variety of people and personalities
- Knowledge of and experience with fundraising techniques and communications tools
- Possess the skills to work with and motivate staff, board members, and volunteers
- Desire and drive to build relationships
- Creativity and resourcefulness
- Self-starter, goal driven, and able to implement plans and processes to achieve goals
- A positive attitude, concern for people and community, possess presence, self-confidence, common sense, and good listening ability
- Able to discreetly and professionally maintain confidentiality
- Computer skills: Proficient in Microsoft Office Suite (MS Word, MS Excel, MS PowerPoint), Google Workspace, Adobe, InDesign, Dropbox, Canva, Mailchimp, Facebook, Instagram, Twitter, LinkedIn
- Ability to work outside of standard business hours
- Willingness to take and implement constructive feedback
- Able to track and maintain expenses within an approved budget

### **Example of Duties and Responsibilities**

## **Fundraising**

- Develop and execute the Fayette Cares annual fundraising plan to support the financial goals of the organization
- Continually build and maintain positive relationships with donors and prospects through personal visits, phone calls, and written correspondence as appropriate
- Grow a major gifts program including identification, cultivation and solicitation of current and prospective donors, and stewardship of existing donors
- Solicit individuals, businesses, and foundations to fund the work of Fayette Cares
- Create and implement high-quality fundraising events and opportunities, and donor stewardship/cultivation efforts
- Build and maintain trust and transparency with donors through consistent, timely, and accurate communication
- Assist in developing and maintaining community relations and partnerships, including relationships with event vendors and service providers
- Prepare development reports and use data to strategically improve efforts
- Oversee creation of publications to support fundraising activities
- Recruit and manage fundraising volunteers

## **Communications**

- Maintain visibility in the community through speaking engagements, participation in events, and face-to-face networking to share information about Fayette Cares with the community
- Set up and assist with public appearances/speaking engagements for the Executive Director to share information about Fayette Cares
- Manage social media accounts and email campaigns
- Oversee the development, printing, and dissemination of fundraising/marketing brochures and other printed material
- Work closely with staff to create and update fundraising/marketing materials to promote individual programs
- Direct all media communications, including development of press materials, press releases, and target media
- Create graphic designs as needed
- Maintain updates to the website

## **Miscellaneous/General**

- Act as a member of the Fayette Cares team by attending meetings and providing input on strategic initiatives
- Participate in long-range strategic planning and annual budgeting
- Represent Fayette Cares as a positive, professional, and active member of the community
- Perform general administrative tasks
- Other tasks may reasonably be assigned by Fayette Cares leadership as the organization's priorities and needs evolve

## **Working Conditions, Physical Demands, and Job Environment**

- Ability to handle stress, adapt to change, and transition quickly from one program area to another
- Access to confidential information
- Standing, lifting up to 40 lbs., use of ladder
- Access to reliable transportation with proof of adequate insurance and a valid Tennessee driver's license

### **Submit resumes to:**

Fayette Cares

PO Box 326

Somerville, TN 38068

[ExecutiveDirector@FayetteCares.org](mailto:ExecutiveDirector@FayetteCares.org)

No calls or walk-ins please.