# **TITLE: Director of Donor Relations**

# **LAST REVISED: October 22, 2018**

# **REPORTS TO: Senior Vice President for Communications**

**PURPOSE OF POSITION:**

The primary purpose of this position is to secure donor support for Magnolia Manor by effectively organizing, directing and following thru on a variety of fundraising efforts. The Director reports to the Senior Vice President for Communications and works closely with others to convey the positive message of Magnolia Manor’s ministry.

**ROLE AND RESPONSIBLILITY:**

* Design and implement a comprehensive fundraising strategy across the organization resulting in increased income, awareness and supporter engagement.
* Increase charitable support through activities and communications with foundations, corporations, small businesses, Advisory Councils, Advocates, other groups, and from individual donors, prospective donors and volunteers.
* Use direct mail, annual and special fund gifts, employee giving, capital campaigns, planned giving, grants, and other activities to identify, develop and acquire funding resources.
* Ensure donor engagement and retention, as well as growth in the number and size of gifts through enhancing relationships with existing, lapsed and new donors.
* Establish and track performance, monitoring and evaluating results through written reports.
* Maintain ongoing contact with the Senior Vice President for Communications and other key staff to execute and oversee fundraising goals and activities.
* Create and maintain a culture of philanthropy with staff, Board, and the community.
* Assure compliance with regulatory, professional and funding source requirements.
* Through relationships with other fundraising professionals and organizations, maintain knowledge of the environment and current trends, especially as they relate to senior care.

**KEY STRENGTHS AND REQUIREMENTS:**

* Well-disciplined, strong organizational skills and work ethic with the ability to set up, manage and complete multiple projects simultaneously within time and budget constraints.
* Meet and exceed fundraising goals through collaborative relationships with staff, board, donors, volunteers and sponsors.
* Able to craft clear, concise, compelling messages through excellent written and verbal communication skills, including potential public speaking in churches and to civic groups.
* Confidence and ability to work collaboratively and effectively with diverse audiences, including all levels of donors, employees, volunteers and business associates.
* Critical thinking and problem-resolution skills.
* Strong leadership, effective relationship-building and teamwork skills.
* Ability to work independently and be self-directed, while also able to work effectively within a team environment.
* With the utmost attention to detail, able to multitask and deliver organized, structured and persuasive presentations, emails, letters, articles, and other fundraising materials.
* Demonstrated competence in fundraising techniques, including internet and social media
* Must have the ability to set goals, organize and follow through to meet the desired goals.
* Proficiency in use of email, text messaging and newsletters that secure donations.
* Excellent computer skills with Microsoft Office and Windows operating system. Experience with Salesforce a plus, but not required.

**EDUCATION / EXPERIENCE:**

* Minimum of a Bachelor’s Degree in relevant field.
* Prefer a minimum of five years’ fundraising experience with success in growing donations in size and frequency.

ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth herein. I hereby accept the position of **Director of Donor Relations** and agree to perform the identified essential functions in a safe manner and in accordance with Magnolia Manor’s established policies and procedures. I understand that as a result of my employment, I may be exposed to blood, body fluids, infectious diseases, air contaminants (including tobacco smoke) and hazardous chemicals, and that, upon request, the company will provide to me instructions on how to prevent and control such exposures. I further understand that I may also be exposed to the Hepatitis B Virus, and that the facility will make available to me, free of charge, the Hepatitis B Vaccination.

I understand that my employment with Magnolia Manor is at-will, and thereby understand that my employment may be terminated at-will either by the organization or myself, and that such termination can be made with or without notice.

Date Signature –Director of Donor Relations

Date Signature –SVP for Communications