

## **Parks & People Foundation**

Date: January 30, 2011

TITLE: Director

DIVISION: Development & Promotions

MAJOR RESPONSIBILITY: Oversees the development operation which seeks philanthropic and governmental support for Parks & People. Manages appeal structure for unrestricted, capital and programs funds. Manages cultivation and solicitation of individuals and foundations in partnership with Board members. Manages PR functions. Oversees the planning and execution of selected fundraising events.

REPORTS TO: President & CEO

### ESSENTIAL FUNCTIONS:

1. Oversee development operations
  - a. Develop strategic plan for seeking philanthropic support; determine activity goals and propose financial goals for the development department; determine personal activity targets with President & CEO
  - b. Develop and execute a stewardship plan that involves board members and staff; set targets for Annual Fund performance and use all strategic tools to reach it
  - c. Work with staff to develop gift opportunities
  - d. Work with Development & Promotions committee of the board, the President & CEO and program staff seeking their guidance about potential donors and engaging them in the development process; make cultivation and solicitation calls with President & CEO, board members and staff members, when appropriate; maintain own portfolio of donors
  - e. Develop coaching programs for board and staff members to make them more effective solicitors
  - f. Oversee development staff activities, particularly the Annual Fund, legacy program and events
  - g. Oversee grant writing and grant submission process in tandem with operations staff, including submission of compliance reports
  - h. Oversee research related to grant possibilities and potential major donors
  - i. Manage constituent database to obtain the most useful data on donor tracking, annual fund performance, and wealth assessment
  - j. Develop criteria and oversee implementation of plans for fund raising events that includes board participation, staffing, underwriting, venues and costs; insure that major events produce a profit for Parks & People; establish annual events calendar for all fund raising events and develop criteria for maintaining the calendar
2. Develop and implement PR strategy for Parks & People including publications, social media and press strategies
  - a. Oversee the use of social media that promotes Parks & People including website, Facebook, Twitter
  - b. Develop media relations and strategies including press releases
  - c. Oversee creation of marketing and promotional printed material for Parks & People, including newsletter
  - d. Produce annual report
3. Work with senior team to develop earned income opportunities.
4. Manage department budget (both core and campaign)
  - a. Develop, manage and track expenses for all projects
  - b. Negotiate with vendors as appropriate
  - c. Report expenses internally

Knowledge Requirements:

Bachelor's degree  
At least 5 years of professional development experience with a proven track record of reaching goals, including major gifts  
At least 2 years supervisory experience  
PR and event management experience  
Social skills to engage donors at events and in one-to-one situations  
Working knowledge of charitable tax law  
Proficient in computer systems and charitable databases  
Excellent written and oral skills  
Presentation skills  
Experience with volunteer management

Additional skills preferred:

Acquaintance with and interest in environmental and youth programs  
Familiarity with Baltimore charitable scene  
Experience with governmental grant applications and tracking  
Understanding of political situation that affects government grants at state, city and national levels

Problem Solving:

Ability to work with small staff in a cooperative manner; responsible for performance objectives for self and staff; maintains awareness of internal and external factors related to Foundation goals and, based on this, determines cultivation strategies for major donors; conducts quantitative and qualitative analyses on fundraising strategies; possesses excellent time management skills needed to handle multiple, concurrent projects which are often associated with deadlines; develops and monitors timeline logs with target dates for completion of phases of special events and campaigns; develops goals and objectives for the Department; solves personnel issues; tools used for problem solving include journals and directories related to philanthropy and the development field, and IRS updates regarding charitable contributions and planned gifts

Accountability:

Director goals and objectives are set with the assistance of the President & CEO; functions independently to develop the means of accomplishing Director goals; supervises and sets performance objectives for staff; hires staff and evaluates staff performance; manages Development & Promotions board committee and volunteers; develops and monitors core annual budget; approves major expenditures; oversees capital campaign budget; negotiates with donor prospects to meet fundraising goals

Strategic Impact:

Several million dollars each year are raised for Parks & People as a direct or indirect result of the Director's efforts; Director motivates and educates staff; through correspondence, in-person meetings and media coverage, Director engages major donors and the general community in Parks & People's agenda and influences their giving and volunteer support to higher levels