



Job Description

Position Title:	Chief Development Officer
FLSA Status:	Exempt
Salary Grade:	25
Department:	Development
Location:	Salem and Abingdon Facilities
Supervisor:	President and CEO
Supervises:	Annual Fund and Corporate Relations Officer, Marketing and Communications Coordinator, Grants Administrator, Principal Gifts and Donor Relations Associate, and Development Services and Record Manager.
Revised Date:	9/10/2018

Position Purpose:

The Chief Development Officer supports the mission of Feeding America Southwest Virginia and is responsible for securing both individual and institutional funds, providing strategic direction, leadership and management of all aspects of fundraising activities. Reporting to the President and CEO, the Chief Development Officer fosters a culture of philanthropy, serves as a key member of the leadership team, provides an active voice in the organization’s strategic decision-making and designs and implements communications, systems and protocols to ensure aggressive annual revenue growth.

The CDO communicates FASWVA’s vision to the Board of Directors, committees, potential funders and donors, and builds strong relationships with stakeholders to meet fundraising targets. The CDO serves as the Board’s contact for all fundraising efforts, serving as the lead solicitor and overseeing fund development for major gifts, planned giving, annual and capital campaigns, direct response, corporate partnerships, foundations, and special events to ensure fund growth and stability.

CDO is expected to adhere to the AFP Code of Ethical Standards and best practices to provide leadership and oversight for a Development Department team of five direct reports in achievement of fundraising productivity targets, donor relationship and record management, marketing, communication, events and community engagement.

Position Essential Functions and Responsibilities:

To be successful in this role, an individual must be able to perform in a satisfactory manner the functions or responsibilities listed below.

Position Responsibility (Expected Work):
<p>Resource Development Strategy</p> <ol style="list-style-type: none"> 1. Establish the revenue forecast and evaluate fundraising potential to implement a comprehensive and effective fundraising strategy for FASWVA with clear annual financial goals. 2. Develop annual and strategic plans for the development department, including a departmental budget, benchmarks and job performance goals to measure progress and success. 3. Direct and manage all fundraising activities, including the identification of new funding opportunities and the implementation of targeted strategies. 4. Personally secure major, planned gifts and organizational gifts with an assigned portfolio of high net-worth prospect and current donors. Engage the President/CEO, Board members and other appropriate staff in relationships with high net-worth individual. 5. Lead organizational innovation efforts to develop new fundraising ideas and programs. 6. Oversee a donor moves management and solicitation system to develop a donor pipeline and organize the fundraising assignments for staff. 7. Oversee the Annual Fund strategies including direct mail, online solicitations, monthly giving and social media engagement.

8. Oversee a mature and effective grant program to ensure continued growth of institutional funder revenue and cultivation of foundation and organization support, and corporate and government relationships.
9. Monitor staff in meeting grant requirements and time-frames, preparation of grant proposals, reporting and required documentation.
10. Manage and promote the Legacy Society to steward, recognize and secure planned gifts.
11. Track and analyze major and planned giving performance and develop reports for the President & CEO and Board of Directors.

Management

1. Promote an organization-wide culture of philanthropy and appreciation.
2. Generate evaluation reports on cost effectiveness and productivity of fund-raising strategies. Oversee marketing and communications plans and goals. Ensure a consistent branding and corporate image.
3. Oversee donor services and record management to ensure accuracy of database information, protocols, relationship management, gift tracking and acknowledgment, cultivation and donor communications.
4. Partner with the finance department to reconcile donations, organizational budgeting and revenue projections.
5. Collaborate and lead cross-departmental and branch initiatives. Works closely with the Abingdon Branch Director, Programs and Volunteer departments to ensure seamless and coordinated messaging, implementation of special events, building community awareness, advocacy and cultivate constituent relationships.
6. Hire, train and motivate a competent Development staff committed to the mission and values of the Food Bank. Coach, evaluate and develop staff to maximize performance, make personnel recommendations for the President/CEO effecting salary and employment decisions.
7. Oversee the Virginia State Dept. of Social Services Neighborhood Assistance Program Tax Credits to ensure qualified donations are processed to meet regulations and deadlines.
8. Ensure private revenue resources are accurately documented and reported to Feeding America on quarterly and annual reporting schedules.
9. Possess knowledge of the programs and services of Feeding America Southwest Virginia and serve as a member of the Executive Leadership Team, attend and participate in team, departmental and quarterly meetings.
10. Perform other duties as assigned by the President/CEO.
11. Keep informed and consistently practice the policies and procedures of Feeding America Southwest Virginia and Feeding America national office regarding member compliance standards. Develop professional and peer relationships with the national office and other Feeding America member organizations to increase hunger awareness and support the overall mission through fundraising and communication.

Board Relationship Management

1. Partner with the President/CEO to establish and sustain strong relationships with Board members.
2. Support Board members in their fundraising roles and responsibilities.
3. Staff the Board Development Committee.
4. Work with the President and CEO, Governance/Nominations committee to develop and maintain a leadership pipeline.
5. Provide leadership for the orientation, support and the “onboarding” of new Board members in support of their fundraising responsibilities.

Diversity:

Demonstrate a core value of diversity by modeling and ensuring diversity and cultural competency (respect, inclusiveness, reflecting, valuing and welcoming of cultural differences) in all position responsibilities regardless of age, color, disability, gender, gender identity or expression, social class, marital status, national origin, race, ethnicity, religion, sexual orientation, veteran’s status, nationality, age, language, origin or employment status.

Other functions:

1. Promote a cooperative spirit within the organization and among internal and external participants.
2. Represent FASWVA among professional and peer related organizations, media and food bank

constituents.

3. Be available to mobilize staff, fundraising and communications during disaster relief and emergency food distributions.

Interface: Responsible in maintaining positive relationships.

- Serve in an executive leadership relationship role to the President/CEO, Board of Directors, Board Development Committee, Campaign committees, and Executive Team of Chief Operations Officer and Chief Financial Officer, Vice President of Programs, Branch Director and Director of Volunteer Services.
- Feeding America national office and network members
- Virginia Dept. of Social Services
- Professional investment advisors and client relationship managers
- Food and fund donors
- National, regional and local media contacts
- Key stakeholders and contacts

Minimum Skills and Qualifications required to capably performing in the position.

Training, Education and Experience:

Education:

- Bachelor's degree, course work or professional certification in related field preferred.

Experience:

- Minimum of 8 years successful nonprofit fundraising experience, including managing a development staff, directing campaigns and marketing, grant submissions and annual programs involving multiple fundraising disciplines and strategies.
- A proven individual track record of securing \$1.5 million in major, capital and planned gifts as result of cultivating top-tier, executive level donors, corporate leaders, foundations and individual donors.
- Experience in media relations and management of national and regional media relationships desired.
- Demonstrated applications of marketing techniques for market penetration and messaging.
- Previous leadership experience with responsible decision-making authority in the management and accountability of assigned staff.
- Strong personnel management and leadership skills, to include delegation, strategic management, conflict resolution, motivational skills, coaching/counseling, mentoring, etc.
- Experience in departmental budget planning and revenue forecasting.

Knowledge, Skills and Abilities:

- Knowledge of IRS charitable giving and fundraising regulations.
- Ability to secure gifts in the six-figure range, maintain a portfolio of donors with major giving capacity.
- Strong interpersonal skills and ability to interact with internal and external audiences are required.
- Position requires a high-degree of professionalism with the demonstrated ability to work independently and as a team player to meet deadlines while managing multiple tasks and changing priorities required.
- Ability to develop and maintain productive working relationships with staff and from all areas of the organization is necessary.
- Excellent presentation and negotiation skills with strong oral communication and writing skills. Must be committed to our organizational mission to feed the food insecure of southwest Virginia.
- Preferred knowledge of planned giving tools.
- Analytical skills applied to market and donor segmentation.
- Team player, wiliness to help others achieve success in fundraising and marketing campaigns.
- Must be able to understand instructions and effectively demonstrate quality results.
- Excellent organizational skills with the ability to work on short-term and long-range strategic goals.
- Ability to develop reports and charts for meetings and committees.
- Required attention to detail and situational awareness.
- Ability to travel to donor meetings, conferences and food distribution programs.
- Strong customer service ethic is required.

- Limited occasional evening and weekend work required for special events

Allowable Substitutions: Combination of education, experience, and/or training that provides the required knowledge and skills for the position may be considered in lieu of education and/or experience at the company's discretion.

Language Skills:

- Must have professional written and verbal communication skills with demonstrated ability to communicate effectively and convey concepts in required formats and in an understandable way.
- Ability to communicate effectively with constituents, partners, Board and staff members.

Mathematical Skills:

- Ability to perform basic math functions and an understanding of financial reports.

Technical/Computer Skills:

- Proficiency required in the use of Microsoft Office Word, Excel and Outlook Software.
- Ability to use a donor relations management data base system and input activity and contact reports.
- Capable of learning and independently operating equipment required for the position including but not limited to printer, multi-use copier, and postage machine and phone system.

Other Skills and Abilities:

- Ability to maintain confidentiality at all times.
- Must be reliable and dependable.
- Positive work ethic, good relationship management skills and team-oriented attitude.
- Maintain compliance with established Food Bank directives, policies and external regulations.

Licenses and Certificates:

Valid Driver's License and own transportation to work required. Maintain safe driving record in driving company vehicles.

Team Commitment:

Considers the benefits and consequences to the team when taking action, openly shares ideas and information with others, effectively completes work activities with and through others, helps others achieve goals and complete work to meet the needs of the team and the organization. Criticizes actions, when necessary, not people and effectively negotiates win-win outcomes.

Flexibility:

Be willing to work overtime and mandatory days set forth by the organization on short-notice. Be willing to work flexible coverage as needed.

Physical Demands:

The demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the tasks outlined in this job description.

The position operates primarily in an office setting within the food bank. This position requires sitting at a desk and in meetings for long periods of time and involves extensive computer work with frequent interruptions. Routine travel to meetings, functions, and special events is normal. Occasionally, may be required to respond to organizational needs outside of normal working hours. The employee may be required to push, pull, lift, and/or carry objects. With forklift traffic in the facility and product stacked and stored throughout, this position requires someone who is mobile and who can hear and watch for traffic and normal hazards of a warehouse environment. Frequently, conducts work in an external environment, which requires driving. Conducts work in

a fast paced and deadline driven environment.

Work Environment:

Feeding America Southwest Virginia is an equal opportunity employer and embraces a philosophy that recognizes and values diversity. Our goal is to attract, develop, retain and promote a talented diverse workforce in a culture where all employees will contribute to their fullest potential. This description provides information regarding the essential function of the designated job, and the general nature and level of work associated with the job. It should not be interpreted to describe all the duties whose performance may be required of such employees or be used to limit the nature and extent of assignments the individual may be given. This job description is not an employment agreement or contract.

I understand the requirements of the job.

Employee: _____ Date: _____
(Please print name) (Employee Signature)

Supervisor: _____ Date: _____
(Please print name) (Supervisor Signature)

