



JOB POSTING: DIRECTOR OF DEVELOPMENT & COMMUNICATIONS

Operation Fuel seeks a dynamic leader to fill the Director of Development & Communications, that is skilled in various aspects of nonprofit fundraising and communication, across a diverse client and donor bank, in support of the mission and strategic plan at Operation Fuel.

A **cover letter and resume** should be emailed to [Troylyn](mailto:troylyn@operationfuel.org) (troylyn@operationfuel.org), no later than May 20, 2022. Applications will be reviewed on a rolling basis and interviews will be conducted until the position is filled.

Candidates of color and of all backgrounds are strongly encouraged to apply. Operation Fuel is committed to expanding upon our diverse work environment and culture. All qualified applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.

OUR MISSION:

Operation Fuel ensures equitable access to energy for all by providing year-round energy and utility assistance, promoting energy independence, and advocating for affordable energy.

SUMMARY OF RESPONSIBILITY:

This important position provides leadership, direction and oversight for the organization's development, communications, and marketing functions. The Director generates and implements a strategic development and communication plan to support organizational strategies to achieve Operation Fuel's goals. This position reports to the Executive Director, supervises the Marketing Specialist and Development Associate, and will interface with the Board of Directors as needed.

The Director serves as a thought partner to the Executive Director, in collaboration with the leadership team, to assist with organizational development, analysis, and implementation of strategies, priorities, partnerships, policy, and infrastructure.

This is a full-time, 37.5-hours per week position, with competitive salary and benefits. The Director of Development & Communications reports to the Executive Director. The compensation range is \$70,000 - \$80,000 per year.

ESSENTIAL FUNCTIONS:

Development

- Manage and oversee all individual, faith-based, community, and corporate giving, cultivate and steward relationships with funders.

- Grow and diversify the donor base including identifying, cultivating, and soliciting major donors (both individual and institutional). Analyze donor data to aid in a targeted fundraising strategy and leadership giving plan.
- Develop and execute a program of donor cultivation and stewardship.
- Build relationships with community stakeholders to advance the mission and fundraising goals of the organization.
- Implement the development plan and create annual appeal schedule, manage targeting, create and design all solicitation pieces and acknowledgement letters.
- Maintain and utilize a database of donors, supporters, and community members. Provide accurate data and reports that reflect the historical development story.

Communications/Marketing

- Work in collaboration with the Executive Director to develop and oversee implementation of strategic marketing plan to achieve year-round fundraising, volunteer, and engagement objectives including compelling, proactive and timely communication of resource investment outcomes.
- Communicate the impact of Operation Fuel's work to community, media, staff and board.
- Plan and oversee development of all marketing messaging, communications materials, advertising, reports, and promotional activities consistent and in alignment with organization's goals.
- Oversee development, implementation, and maintenance of organizational website, digital marketing and online engagement strategy, electronic newsletters, social media, etc. for general public and targeted audiences as needed.
- Serve as organization media spokesperson and develop proactive media communications pieces.
- Oversee the production and sponsorship of all public service announcements and other video or audio media.

Deliverables

- Analyze current giving levels and develop a major gift strategy
- Develop and implement a legacy (planned giving) program
- In collaboration with leadership team, analyze donor and customer lists for intentional outreach and engagement

Other Functions

- Supports the Board of Directors Planning & Development Committee, in collaboration with the Policy and Public Affairs Director.
- Partners with leadership team on varying levels of projects and reporting.
- Other duties as assigned by the Executive Director.

QUALIFICATIONS AND COMPETENCIES:

- Bachelor's degree in related field required.
- 3-5 years of development and marketing leadership experience required; nonprofit experience preferred.
- 2-3 years of supervisory/managerial experience is required.

- Experience with annual campaigns; knowledge of planned giving, and special events is required. Experience in development reporting, evaluation and analysis required.
- Demonstrated experience with offline and online media outreach, e-communications, public relations, and graphic design software is necessary.
- Customer, client, or member relations experience; experience working in teams, excellent interpersonal skills.
- Ability to present information concisely and effectively, both verbally and in writing.
- Demonstrated ability to work independently, organize and prioritize work, and collaborate across departments.
- Ability to engage with diverse populations with professionalism and sensitivity; commitment to cultural competence; previous experience with economically disadvantaged populations preferred.
- Excellent interpersonal skills with high emotional intelligence.
- Bi-lingual a plus.
- Proficiency using Microsoft Office 365; database management experience and web-based applications is required.
- Strong customer focus in all tasks and activities, even while at times under pressure.
- Ability to perform job with integrity, mission, vision, and values consistent with Operation Fuel.

MENTAL AND PHYSICAL REQUIREMENTS:

The physical demands described in this position description are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Ability to follow all CDC and Operation Fuel office guidelines for the prevention of COVID-19.
- Must be able to perform continuous bending, twisting, stooping, reaching and lifting of moderate to heavy weight material up to 20 lbs.
- Must be highly mobile, able to access all areas of the premises.
- Vision abilities required by the job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.
- Must be able to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear.
- Must be able to walk, sit and stand for extended periods during the shift.
- Ability to travel in state is a requirement.