

## Girls Inc. of Chattanooga

Job Description

Chief Development Officer "CDO"

Reports To: Chief Executive Officer "CEO"

FSLA Status: Salary - Exempt



The mission of Girls Inc. of Chattanooga (Girls Inc. of Chatt.) is to inspire all girls to be strong, smart, and bold leaders within their families, their community and society. Our comprehensive approach to whole girl development equips girls to navigate gender, economic, and social barriers and grow up healthy, educated, and independent leaders.

Originally founded as the *Girls Club of Chattanooga*, Girls Inc. of Chatt. has educated and empowered girls since early 1961. Through in-school, after school and seasonal camp programming; annually our organization serves a diverse group of more than 800 girls, ages 6 to 18. Girls Inc. of Chatt. is an affiliate of Girls Inc. National, which serves more than 144,000 girls annually through a network of eighty-three (83) affiliates across the U.S. and Canada.

This is an exciting time for Girls Inc. of Chatt! As the organization continues to make intentional and impactful decisions for the future; opportunities to build upon an existing successful and the introduction of new fund development strategies will be instrumental in helping us serve more girls throughout Hamilton County and beyond. We are seeking a passionate, dedicated, results-oriented, organized professional and inclusive team member to be the next Chief Development Officer.

**Girls Inc. of Chattanooga is an Equal Opportunity Employer.**

### Summary of Leadership

Through strategic, visionary leadership, the Chief Development Officer (CDO) is responsible for developing, implementing, managing, growing and evaluating our fund development profile including individual and corporate giving, grants and support from foundations, organizations, governments and events (fundraising and friendraising). The CDO also oversees all marketing and communication efforts to raise the visibility of our brand and establish our organization as a relevant leader in the field of youth development.

Serving as a member of the executive leadership team and strategic partner to the Chief Executive Officer (CEO), the CDO plays an integral role in the leadership and success of the organization, staff, Board of Directors/committees, and community stakeholders (existing and future). We measure the success of the CDO and Development and Communications Specialist by cultivating and growing our fund development profile, creating and implementing measurable fund development, event and marketing and communication plans, accelerate giving, mobilize high performing volunteers and advance and protect our brand.

### Essential Duties and Responsibilities

**Fund Development** - develops, sustains, and evaluates short and long-term development goals and efforts for revenue growth that align with organizational priorities and objectives:

- Develops and implements a written measurable fund development plan that includes annual fundraising goals, donor retention, events, marketing and communication, and volunteer management.
- Sets SMART goals, develops, and implements a multi-year approach to identify and grow the major giving programs (*i.e. Champion for Girls and The Girls Club Society*), annual fund campaign, planned and corporate giving and volunteer retention.
- Engages Board and event and/or AD HOC committees in fund development activities throughout the fiscal year. Develops a culture of philanthropy among the Board and committees; working to equip and support members in meaningful roles to increase revenue/gifts, sponsorship, networking, and cultivation.

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- Maintains the donor database to facilitate timely gift entry and acknowledgements, effective seasonal appeals and accurate donor and revenue reporting.
- Sets SMART goals, develops, and implements strategies, and tracks progress by funding streams (i.e. individual giving, grants, corporate, foundation, volunteers, etc.).
- Monitors fundraising activities and goals throughout the year and adjusts strategies as needed to reach annual funding goals.

**Marketing and Communications** – develops, oversees, and evaluates short and long-term marketing and communications goals for brand recognition that align with organizational priorities and objectives:

- Manages Development and Communications Specialist and assigned interns and/or volunteers.
- Produces messaging that will mobilize the community to invest, and that will be complementary to revenue objectives while building brand awareness and visibility in the community.
- Develops and oversees key messaging to various stakeholder groups through email, written seasonal appeals, e-newsletters (*Girl Wire*), seasonal and annual reports, website, social media, and events.
- Creates a case for support, talking points, and an inventory of core proposal language to be used in seeking support for program and organizational funding needs.
- Develops and oversees social media tools and strategies that engage donors, prospects, volunteers, and other stakeholders in the mission and work of Girls Inc. of Chatt. /Girls Inc. National.
- Develops and executes donor retention and stewardship communication strategies to engage and retain existing donors.
- Builds and oversees relationships with key media and public relations businesses and individuals to keep the Girls Inc. of Chatt/Girls Inc. National brand successfully and consistently in the public eye.
- Develops, assists, and oversees materials for publication including press releases, newsletter stories, seasonal and annual reports, and online content in support of Girls Inc. strategic objectives.

**Signature and Special Events** – develops, implements, and evaluates short and long-term development goals and efforts for event revenue and attendee growth that align with organizational priorities and objectives:

- Develops and executes special events (*i.e. UnBought and UnBossed, 60<sup>th</sup> Soiree, House Parties, In Her Corner Cooking Series, etc.*) to engage current and introduce new potential donors and volunteers to the organization’s work, generate revenue, and strengthen community engagement.
- Oversees and collaborates with Board, Advancement and Event committees to ensure event budgets, timelines, goals, and communication plans are coordinated.

**Grants Program** – oversees short and long-term development goals and efforts for our grant profile that align with organizational priorities and objectives:

- Works in collaboration with Director of Program Operations, Development and Communication Specialist and CEO to create grant narrative, program design, and oversees grant related obligations.
- Oversees a grant dashboard that includes grant requirements, timelines, points of contact, reporting, and granted related obligations.
- Oversees grant opportunities both locally and nationally. Understands current grant cycles and future opportunities to pursue.
- Ensures timely submission of narrative, reports, and any other granted related obligations.

**Leadership** – provides a positive attitude, training, professional development and support to staff, Board/committees and stakeholders that align with organizational priorities and objectives:

- Collaborates and communicates with Development and Communication Specialist to ensure fund development and marketing and communication timelines and goals are met.

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- Works with Director of Program Operations, Chief Finance Officer and CEO to ensure grant timelines and goals are met.
- Manages all projects, timelines and performance goals of Development and Communications Specialist, assigned interns and/or volunteers
- Serves as a brand ambassador for Girls Inc. of Chatt.
- Supports Board of Director's successful engagement with existing and future donors, volunteers, and stakeholders through Girls Inc. of Chatt. messaging.
- Works closely with CEO to fulfill and advance the mission of Girls Inc. of Chatt.

### Knowledge, Skills & Abilities:

- Works with a sense of urgency to achieve organizational goals and to overcome obstacles, challenges and constraints that arise in fulfilling those goals
- Maintains a positive, "can do" attitude in the face of challenges
- Energetic and passionate about the mission, the organization, and the community
- Excellent written and verbal communication skills.
- Excellent database and computer skills and experience using technology to streamline processes
- Ability to work cooperatively and collaboratively with all board, staff, senior management, and stakeholders
- Ability to demonstrate a high level of ethics, integrity, respect, and initiative

### Qualifications

- Minimum 4 years of experience in non-profit fund development and marketing
- Minimum Bachelor's degree in non-profit, public administration, marketing, business management, or related area preferred
- Robust knowledge of fund development and a proven record of fundraising success
- Proficient in Microsoft Office and donor database software (i.e. Donor Perfect, a plus)
- Must be available to work evenings/weekends
- Must have reliable transportation
- Must be able to remain in a stationary position 50% of the time
- Must be able to occasionally lift up to 30-50lbs of equipment or supplies for various needs
- Bilingual (verbal and written), a plus

**The Chief Development Officer is a full-time position with benefits. Compensation is determined based on experience, degree of education and level of expertise. The position will require some evening and weekend hours.**

**Interested parties are asked to e-mail a cover letter, resume, writing sample, and a list of professional references to [jobs@girlsincofchatt.org](mailto:jobs@girlsincofchatt.org). Applications will be accepted until the position is filled. E-mail submissions are preferred. Any questions may be directed to the Girls Inc. main office at 423-624-4757.**