



POSITION DESCRIPTION

DIRECTOR OF DEVELOPMENT

POSITION SUMMARY

The primary function of The Director of Development (DOD) is the oversight and execution of all special events, donor retention and acquisition of donors, and expansion of development efforts, forging individual, organizational and corporate partnerships in Chester, Delaware, and Montgomery Counties.

REPORTING RELATIONSHIPS

The Director of Development reports directly to the Chief Advancement & Communications Officer (CACO). The DOD will represent Surrey Services in the community, working with key stakeholders, philanthropic and community leaders, groups, and organizations to build and sustain relationships integral to the support of current programs and long-term sustainability of the mission.

SPECIFIC RESPONSIBILITIES

Development:

- Work with committees and volunteers to plan and execute coordination of fundraising events and logistics, focused on increasing awareness and engagement of the general and philanthropic community, cultivation of prospects and donors and increased support for programs and services.
- Support the effective planning and implementation of campaign strategies and activities, including donor and prospect relations, recognition activities, gift and pledge management, donor listings, reporting functions and other activities leading to the successful achievement of goals.
- Work in collaboration with CACO and the President/CEO, financial and legal advisors to market and manage estate gifts and planned giving opportunities including identification, research, and cultivation of prospects; development of solicitation strategies; participation in solicitation and donor recognition.
- Work with the CACO on campaign planning and activities.
- With the CACO, identify annual donors who have major donor capacity and develop strategies to increase their level of engagement and support.
- Increase giving by broadening participation; and retention and engagement of new audiences through purposeful events, initiatives, and stewardship.
- Coordinate fall and spring annual appeals (direct mail, email, and social media) and annual appeal stewardship (thank you letters, calls, emails). Plan and execute a relationship-based annual gift

program including prospect identification, research and evaluation, targeted cultivation, solicitation, and follow-up strategies; work with board, committees, philanthropic and community leaders and other stakeholders to foster ongoing engagement, community outreach and increased levels of support.

- Participate in the prospect research functions including the maintenance of accurate and up-to-date prospect files for individuals, corporations, foundations, or groups who have the ability or inclination to support Surrey at all levels.
- Identify prospects, develop cultivation plans, and conduct lunches, receptions, meetings, and other cultivation activities for potential donors and participate in gift solicitation activities as appropriate. Work with the Marketing team to prepare cultivation and solicitation materials and other collateral materials as needed.
- Oversee ongoing donor relations program, conduct personal visits, schedule luncheons and meetings, make personal calls, produce correspondence, and other forms of donor communication.
- Work with the Development Associate to ensure timely and meaningful thank you correspondence to all contributors.
- Assist with generating reports for Board meetings and other data sharing opportunities.
- Support development mailings and correspondence.
- Support grant writing efforts.
- Take the initiative to streamline team processes and look for ways to make work more efficient.

Communications and Marketing:

- Maintain brand recognition through consistent management and implementation of social media marketing, messaging campaigns, and daily posts related to development.
- Work with the Director of Marketing and the Marketing and Communications Specialist to transition the maintenance and execution of social media posts, forecast and monthly calendar of topics and supportive messages.
- Ensure a variety of segmented messages for various stakeholders, i.e., donors, members, non-profit partners, community, board of directors, etc.
- Capture and catalogue meaningful partner stories that illustrate the impact of Surrey's programs and grant-making for marketing content.
- Work with the Marketing and Communications Specialist to support the creation of development content for website, social media, annual report, newsletters, and other relevant fundraising publications, ensuring a consistent voice and messaging.
- Ensure consistent branding and messaging in marketing and outreach activities including presentations, print, broadcast and online medium and targeted outreach to donors, partners, and stakeholders.

Professional:

- **Community Representation:** Serve as a representative of Surrey in the community, participate in community events, make presentations, seek involvement in professional and civic organizations, and identify opportunities to strengthen the presence of the organization in the community.

- **Ethics & Professional Standards:** Maintain a professional demeanor in dress and behavior, treat people with respect & dignity, maintain all donor and prospect information in the strictest confidence.
- Perform other duties as assigned or requested.

QUALIFICATIONS, SKILLS, AND ABILITIES

- Bachelor's degree and five to ten years in the development field.
- A deep commitment to the mission of Surrey Services and a passion for helping older adults "live with independence and dignity and continue as engaged members of the community."
- Knowledge of digital marketing and traditional communications, public relations, and event management.
- Excellent interpersonal, verbal, and written communication skills.
- Demonstrates time management skills and the ability to organize his/her work effectively, while working on multiple projects.
- Demonstrates an understanding of and strong belief in the mission and strategic goals of the organization.
- Direct operational experience in the management of development programs, including donor relations/stewardship, corporate giving, annual giving, and development operations.
- Effectiveness in the development and stewardship of relationships with donors, volunteers, prospects, and other key stakeholders, using traditional and innovative strategies to assure the achievement of goals.
- Ability to lead and manage the special events and volunteers, bringing them together into a singular focused effort toward the achievement of goals.
- Excellent communication skills, both written and oral; Ability to effectively communicate the Mission and articulate an inspiring Case for Support that motivates donors, prospects, and stakeholders to heightened levels of engagement and support.
- Strong organizational and time management skills with exceptional attention to detail.
- Proficient in and familiar with Donor Perfect, Constant Contact, Microsoft Office Suite, WordPress, and social media channels.

OTHER JOB REQUIREMENTS: Regular car travel necessary. Must be able to work a flexible work schedule including occasional evenings and weekends. Must have the ability to stand and sit for extended periods of time and occasionally lift items 15 pounds or more.

Interested in applying for this position? Please use this link to our application page in Indeed.

[Director of Development - Devon, PA 19333 - Indeed.com](#)

