

TRELLIS
Position Description

Job Title: Chief Development Officer
Reports To: Chief Executive Officer & President
FLSA Status: Exempt, salaried
Approved By: Jeff Feight, CFO & HR
Approved Date: October 7, 2022
Revised Date: October 2022
Grade: 11

SUMMARY

The Chief Development Officer is responsible for developing and implementing diverse strategies in resource development for the organization to include an annual fundraising plan, grant-funded programs (private, public, foundation and government), developing communication and publicity materials, developing and maintaining relationships with donors and volunteers, and developing and implementing a volunteer program. The Chief Development Officer is part of the organization's management team and works closely with and under the supervision of the Chief Executive Officer.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Resource Development/Fund Raising

- In coordination with the CEO/President, develop and implement a proactive, effective, and successful annual fundraising plan with specific goals, outcomes, and accomplishments.
- Coordinate an annual giving program to support agency goals.
- Implements the annual development plan including oversight of corporate and individual solicitations, grant writing and planning of events and meetings with existing and prospective funders.
- Research potential funding sources, such as foundations, corporations and government
- Develop and implement strategies to increase support from individual donors.
- Works with staff to develop and write letters and proposals for the effective solicitation of prospects.
- Works with staff to prepare and assure timely submission of grant requests to funders including city, state, federal governments and NeighborWorks® America.
- Develops and maintains professional relationships with community and business leaders that may be of assistance to the organization's success.
- Tracks all grant and contribution requests, responds to requests for additional information and works with staff to develop follow-up strategies.

- Works with Board of Director's Resource Development & Marketing Committee and the Annual Event Taskforce to plan events and fundraising.
- Monitor trends in the community or region and adapt fundraising strategies as necessary
- Develop and manage timelines for various fundraising activities to ensure strategic plans and critical fundraising processes are carried out in a timely manner
- Prepare regular reports on progress, budgets, receipts, and expenditure related to fundraising and the management of the fund development activities
- Monitor expenses and analyze budget reports on fund development and recommend changes as necessary

Public Relations/Marketing

- Oversee staff responsible for the preparation of newsletters, annual reports, and all marketing materials, written and online. Oversee development, production, and distribution of purposeful, high-quality written materials, including direct mail appeals, Trellis 'annual report, marketing materials, donor communication messaging, and other Trellis publications – to include content creation, editing/proofreading, and routing/storage of materials.
- Coordinates with staff on all outgoing communications to ensure brand identity.
- Oversees staff, board, community, and corporate partners to identify and plan marketing, public relations and community events.
- Oversees staff and volunteers which represents the organization at meetings and community events.
- Oversee the maintenance and enhancements of the donor database

Administration

- Works with the Chief Financial Officer and Controller to assure all grant, loan and contribution reporting and performance requirements are met on a timely basis, including the preparation of narrative reports.
- Works with all line of business Chief Officers to assure data collection meets the reporting needs of all donors and investors.
- Maintains files and records for all donors and development activities.
- Prepares written and oral reports for the CEO/President, CFO, and Board of Directors.
- Position often requires additional hours beyond a regular 40-hours work week to meet project deadlines.
- Other duties as assigned by leadership.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

A minimum of a bachelor's degree and 3-5 years of experience in fund development, marketing, public relations, volunteer management and communications in the non-profit or public sector. Demonstrated success in working independently and managing multiple priorities.

LANGUAGE SKILLS

Strong spoken and written communication skills. Ability to write routine reports, grant proposals, and correspondence. Ability to effectively present information and respond to questions from board members, staff, donors, and potential donors. Ability to articulate to constituents the need for their support of Trellis programs.

CUSTOMER SERVICE SKILLS

Ability to model to staff and provide exemplary customer service with the highest regard for clients, partners, board members, donors, and staff of diverse backgrounds. Excellent interpersonal skills with a variety of constituents.

LEADERSHIP SKILLS

Ability to represent Trellis in a professional and credible manner at community events, meetings, classes and public speaking opportunities. Ability to build consensus among staff, volunteers and community partners. Displays a positive, optimistic, goal-oriented approach.

MATHEMATICAL SKILLS

Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to think strategically in allocating resources and creating a case for fund development from corporations, individual donors, or foundations.

COMPUTER SKILLS

Computer proficiency with Word, PowerPoint, Excel, and Desktop Publishing software. Proficient in use of internal e-mail system.

CERTIFICATES, LICENSES, REGISTRATIONS

Preference given to someone who has obtained their Certified Fund-Raising Executive (CFRE) certificate and/or a Fundraising and Sustainable Financial Management Certificate from ASU or another higher learning institute. Valid driver's license and use of personal vehicle for community-based meetings and events.

Employee must present proof of automobile insurance coverage. Minimum liability limits shall be \$100,000 bodily injury and \$25,000 property damage coverage or such limits as deemed appropriate by the Chief Executive Officer.

PHYSICAL DEMANDS

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

While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee regularly is required to talk and hear. The employee is regularly required to drive. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch, or crawl. Specific vision abilities required by this job include close vision, and ability to adjust focus. Ability and willingness to attend evening and weekend meetings and events as needed.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EMPLOYMENT & HIRING

We comply with Equal Employment Opportunity and Affirmative Action laws and regulations.

THIS JOB DESCRIPTION REPLACES ALL PREVIOUS JOB DESCRIPTIONS FOR THIS POSITION.

Acknowledgement of receipt of job description

Name: _____ Date: _____