



Ronald McDonald
House Charities®
of Central Illinois

Director Development Job Description

Summary: The Director of Development develops and implements the strategic direction of the development, marketing, and communications program of Ronald McDonald House Charities of Central Illinois® ("RMHCCI"). Sets goals, monitors work, and evaluates results to ensure that program objectives and operating requirements are met and are in line with the needs and mission of RMHCCI. Advances the mission RMHCCI in a manner consistent with the strategic vision and core values of the organization.

Reports to: Chief Executive Officer

Status: Full Time, Exempt

Job Qualifications:

- Minimum of a bachelor's degree or 8 years' experience in related field.
- Minimum of 3 – 5 years' fund development or related field as well as communications, public relations, marketing or related field. Experience in a nonprofit setting is a benefit.
- Track record of achieving shared goals and successful execution of development and communications efforts with multiple stakeholders and agendas.
- Excellent interpersonal and written communication skills.
- Strong organizational skills with the ability to handle multiple tasks and meet deadlines.
- Computer proficiency, including familiarity with all MS Office products and database management.

Competencies:

Compassion, Communication; Interpersonal/team effectiveness; Dependable; Problem-solving and decision-making; Able to manage multiple tasks simultaneously; Able to form and grow strong relationships with volunteers, families and community organizations.

Fund Development Responsibilities:

1. Strategic Planning – Create and implement a strategic three-year fund development plan to include long-term financial sustainability and short/medium term planning for current programs and continuous improvement of our facilities, programs, and services.
2. Annual Development Plan – Create and implement RMHCCI's annual development plan with input from the CEO and COO, aligning it with the strategic plan. Identify, cultivate, and solicit philanthropic support by developing and maintaining relationships with individuals, corporations, and foundations to grow the fund development of the organization. Manage bottom-line objectives to meet or exceed annual projections and design and implement strategies to increase donor giving. Assure timely and appropriate donor acknowledgement and recognition.
3. Major Gifts and planned giving– Develop plans and build relationships with major individual, corporate and foundation donors: prepare proposals and make and close donor asks. Renew committed donors and recruit new donors to meet and exceed revenue goals. Maintain appropriate promotional materials for these programs.



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4. Review and manage the items detailed in the organizations' development plan on an ongoing basis. This will also include revisions when necessary and reporting on progress to the CEO and the development committee.
5. Initiate, evaluate and secure new sources of funding and in kind donations. Continually work to increase the organizations' development strategies by working with other professionals to ensure RMHCCI has sound practices, that are following appropriate laws and regulations and that are appropriately aligned with the organizations mission and strategy.
6. Grants – Identify and write grant requests for funding of RMHCCI programs.
7. Signature Events – work with Development staff to increase the number of attendees, sponsors, and dollars to meet revenue projections.
8. Stewardship – Responsible for stewardship of all charity donors. Maintain a process to assure donors receive professional, timely written responses of appreciation and gratitude. Recognize donors appropriately or as agreed. Ensure that gratitude is personalized and reflects RMHCCI's brand and values.
9. Development Committee – Along with committee chair, solicit members as needed to assist in planning of annual funding and event planning, strategic implementation, and donor strategy.
10. Database Management – Develop a working knowledge of Raisers Edge, the organization's donor database, and work with the operation and development teams to assure its optimal use.
11. Compliance – Assure that all fund-raising related activities and records are consistent with board policy and comply with applicable state and federal laws.

Marketing Responsibilities:

1. Oversee creation and implementation of a comprehensive annual marketing and communications plan that coordinates the RMHCCI branding, marketing, and fund development strategies and *includes an analytic strategy that includes measurable marketing and communications targets and goals for all RMHCCI programs and services.*
2. Oversee creation of annual communications calendar with activities to meet short and long-term strategic initiatives.
3. Oversee administration and updating of RMHCCI website and oversee all social media planning and messaging to meet short and long-term strategic initiatives and tactics.
4. Oversee development of annual production schedule and initiate the design and production of an annual report, annual appeal letter, other printed materials, audio-visual presentations, and other communication tools utilized internally and externally for RMHCCI and its programs.



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5. Work with the Volunteer and Guest Services team to identify families willing to share their stories. Oversee writing of family stories to be used in communication materials.
6. Lead the RMHCCI Development Committee.

Administrative Responsibilities:

1. Participate in the annual budget process. Monitor annual budget for marketing and communication related activities and address problem areas as they arise.
2. Create and update acknowledgment letters for monetary contributions, gifts and donations of in-kind services or materials.

Other:

1. Pursue opportunities for professional development as needed including organizations that will benefit RMHCCI.
2. Maintain positive relationship with staff, vendors, medical partners, other Ronald McDonald Houses, RMHC volunteers, McDonald's and other persons associated with Ronald McDonald House, treating fellow staff members with respect and sensitivity.
3. Attend and participate in staff meetings and operations team meetings. Cooperate with other staff concerning House staff coverage during vacations and holidays.
4. Execute other responsibilities as requested by the CEO.

Employee Signature

Date

Chief Executive Officer Signature

Date