

WNY Women's Fund

Director of Development & Communications

Position Summary:

The Director of Development & Communications is responsible for the WNY Women's Fund's overall fundraising and development plan including its implementation, and leading large, special events. In addition, the Director leads overall communications including outreach to the media, donor recognition, and content materials (e.g. newsletters). The position is full time, but with flexible scheduling. The Director of Development and Communications reports to the Executive Director.

Principal Duties and Responsibilities:

CREATE DEVELOPMENT AND COMMUNICATION PLANS

- Develop, monitor and execute a strategic plan for fundraising with differentiated giving strategies. The plan will include strategies addressing annual fundraising, planned giving, multi-year pledges, major gifts, and grants.
- Evaluate existing communication vehicles and create an overall communication and marketing plan that builds on the Fund's existing brand and furthers its mission.
- Collect and integrate best practices from local and national organizations, including Women's Funds across the globe, into Development and Communication plans.
- Work with the Development Committee (a Board Committee), the Board, and the Executive Director to ensure both plans meet the goals and objectives of the Fund.
- Oversee the development of marketing materials and collateral to support Development efforts.
- Develop and administer the annual operating budget for Development and Communications.

LEAD FUNDRAISING ACTIVITIES

- Drive the business development process from prospect/lead generation to close, pulling in additional resources (Board Members, Executive Director, etc.) as necessary.
- Identify opportunities for grant support and lead grant writing.
- Manage all aspects of unique special events, including the Fund's Signature Event and Donor Thank You Reception. Organize all events and content, work with Board Volunteer Committee on sponsorship (where appropriate), attend events, and evaluate their effectiveness.

DRIVE AWARENESS AND MEDIA OPPORTUNITIES

- Lead ongoing outreach to media on activities of the Fund to drive Fund awareness and media placement.
- Develop and deliver marketing content via electronic and social networking channels to engage prospects, donors and constituents.

DEVELOP AND MAINTAIN SUPPORT SYSTEMS

- Develop process to communicate regular prospect updates to Board Members and Development Committee.
- Prepare and conduct Development Committee meetings with the Development Committee Chair.
- Oversee donor history and document donor relationships in development data base to ensure proper tracking of all donors/prospects.
- Deliver Development and Communications updates to Board Members prior to standing Board Meetings (~6x/year).

Preferred Qualifications:

- Bachelor's degree
- Minimum of three years of related experience with a strong track record of delivering results
- Knowledge of Buffalo's corporate, foundation, and philanthropic community
- Excellent organization, verbal and written communication skills
- Ability to manage a variety of responsibilities simultaneously while being extremely well-organized and detailed orientated
- Passion about issues affecting women and girls in WNY
- Excel or Access proficiency, Powerpoint proficiency preferred
- Development credentials (e.g. CFP) a bonus
- Valid driver license and reliable automobile

About the WNY Women's Fund:

The WNY Women's Fund's mission is to be a leader in identifying, communicating and funding innovative, effective solutions that improve the lives of women and girls in Western New York. The Fund raises money provides leadership, and makes grants to local community programs that result in systemic change and help women and girls develop self-reliance and become economically self-sufficient. The Fund also advocates for policy changes and increased philanthropy by and for women and girls. Pathways to Progress, a groundbreaking initiative and the first region wide assessment of the status of women and girls, was recently released by the Fund and represents its new platform for action.

Submit resume, cover letter and references via email to:

Kirsti Hunt

United Way of Buffalo & Erie County

Chief Human Resources Officer

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