

Director of Advancement and Engagement

The Director of Advancement and Engagement will work closely with the Executive Director to help manage Charity Newsies' fundraising, marketing, communication and member relations efforts. This position reports directly to the Executive Director and is responsible for strategically promoting Charity Newsies, cultivating relationships with key constituent groups, and soliciting gifts that support the mission. Additionally, the Director oversees all external communications ensuring that Charity Newsies maintains a clear and consistent voice to its stakeholders. The Director of Advancement and Engagement is also responsible for working closely with the Board and the Membership Committee to develop strategy and oversee the implementation of all member programming and services and the member renewal, recruitment and retention process.

Major Roles and Responsibilities

- Works closely with the Executive Director and Board in executing a comprehensive strategic fundraising plan;
- Oversees and manages volunteer recruitment, training and activities, including, but not limited to the Clothe a Child program and special events;
- Meets established fundraising goals, understanding the critical role that donor participation plays in ensuring the success of the mission;
- Develop an overarching strategy that includes appropriate donor cultivation, personal contact, effective solicitation, and ongoing relationship;
- Direct the major fundraising initiatives, including special events, individual giving, major gifts, planned giving, grants;
- Oversee special events with the Executive Director, such as the Drive;
- Works closely with the Board to ensure member participation in Charity Newsies programs;
- Initiate and maintain contact with major donors, building meaningful relationships;
- Conduct independent research, to identify prospective donors
- Works closely with the Director of Quality Improvement and Evaluation to ensure the proper receiving, allocating, recording and acknowledging of all gifts;
- Serves on the senior leadership team and works closely with the Board and the Development Committee
- Design and implement member renewal, recruitment and retention processes with the Board and Membership Committee;
- Develop prospects, strategies and goals for new member recruitment;
- Stay current with national and state level work and research on the impact of providing kids with clothes for school
- Assists with other duties as assigned by the Executive Director

Required Qualifications

- Bachelor's degree;
- Professional experience working with diverse staff and a history of productive and dynamic team work;
- An authentic desire to elevate Charity Newsies and to embrace/advance its mission;
- Experience in development, marketing, or related field, preferably three to five years fundraising experience;
- Demonstrated accomplishments in growing revenue;

- Fluency with donor tracking software and social media platforms;
- Outstanding communication skills, both oral and written, and superior interpersonal skills, with a natural way of connecting with various constituents and audiences;
- Experience in donor prospecting, in cultivating and developing relationships with key donors, and in achieving success with major gifts;
- Understanding of how to build and expand the donor base through a variety of appropriate and effective strategies that are carefully shaped and uniquely targeted to various constituencies;
- Ability to manage/oversee special events with an eye towards helping donors to connect at a deeper level;
- Ability to provide meaningful, productive engagement opportunities for volunteers assisting with the advancement initiatives;
- Skilled problem-solver and critical, strategic thinker who will meet challenges with creative and effective solutions;
- Familiarity with IRS regulations as they relate to philanthropic giving and industry accounting and reporting standards;
- Experience with member organizations;
- Excellent relational skills, including building, nurturing, and tracking member relationships;
- Ability to work in teams and provide member services during typical office hours, with occasional evening and weekend work.