

DIRECTOR OF DEVELOPMENT AND COMMUNITY RELATIONS

Willow is a dynamic and collaborative work environment comprised of dedicated and supportive professionals who care about making our community a better place. Every day we have an impact on the lives of families. Join our team to help fulfill our vision of a community free from domestic violence, where healthy relationships thrive.

JOB SUMMARY

The Director of Development and Community Relations is a key member of the Willow Domestic Violence Center Executive Team. This position is responsible for the strategy, implementation, management, and evaluation of the agency's fundraising and community engagement. The Director works closely with the CEO, Board, staff members, media, donors, and volunteers to enhance and support the overall mission of the organization. This is a full time exempt salaried position with a salary range of \$65,000-\$75,000 a year.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Builds and maintains strong and effective relationships with staff, volunteers, board members, donors, prospects, and community at large promoting the mission and vision of the Agency.
- Actively drives and provides oversight for all Fund Development, Marketing, Public Relations, and Volunteer program activities including: special events, annual giving, volunteer engagement, third-party fundraisers, in-kind donations and outreach activities.
- Develops and implements a comprehensive Community Engagement tactical plan to support Willow's mission.
- Ensures Agency marketing plan is developed and implemented to address annual priorities of the agency.
- Works with and supports the Board's role in communications and fund development.
- Oversees all agency publications and external communications including direct mail, website, media and marketing materials, prevention education materials, and social media content.
- Serves as a representative of the agency throughout the community.

DEPARTMENT AND TEAM MANAGEMENT

- Serves on Agency Executive Leadership team to inform agency policy, strategic decisions and implementation.
- Provides leadership, supervision, and management of staff in establishing, reviewing and assessing performance objectives for individual staff in the department.
- Provides coaching, mentoring, and support to the Development and Community Engagement team.

OTHER DUTIES AS ASSIGNED

- Champions Willow Center's culture and works to assure employees are engaged and supported, including partnering in the ongoing measurement and improvement of employee engagement.
- Represents the agency at the leadership level to community groups and speaking engagements.
- Assists the CEO in identified strategic initiatives, including goal setting and promoting Willow's mission.
- Maintains confidentiality and completes all job functions ethically and in a culturally competent manner.
- Attends and participates in pertinent agency meetings and training.
- Performs any other duties as assigned.

WORK ENVIRONMENT

- This job operates in a professional office environment.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

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.
- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; sit; and reach with hands and arms.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's Degree in a communications, marketing, or related field
- Minimum of five years of experience in a marketing, communications, or public relations position to include a minimum of two years of non-profit and supervisory experience

PREFERRED EDUCATION AND EXPERIENCE

- Master's Degree in a communications, marketing, or related field
- Ten or more years of experience in a fundraising, marketing, communications, or public relations position to include a minimum of five years of non-profit and supervisory experience, CFRE a plus

QUALIFICATIONS

- Demonstrated alignment with and commitment to agency values.
- Demonstrated understanding of non-profit organizations, fundraising, marketing, and training.
- Knowledge and proven experience in staff and volunteer development, public relations planning and activities, and donor engagement.
- Strategic thinker with the ability to determine best approaches and invest resources for greatest return.
- An understanding of, and commitment to, donor-centered fundraising.
- Proven project planning, implementation, management and evaluation skills.
- Demonstrated solutions-focused approach.
- Excellent interpersonal, written and public speaking communication skills. Demonstrated skills in communicating to various audiences across a range of platforms.
- Excellent leadership, presentation, and organizational skills are essential.
- Ability to prioritize work, meet deadlines, and produce quality results on time with attention to detail.
- Ability to work occasional evenings and weekends required.

HOW TO APPLY

Submit cover letter and resume by mail, email or fax:

◦Mail: P.O. Box 39601, Rochester, NY 14604

◦ Email: HR@willowcenterny.org

◦Fax: 585.232.3501

Be sure to indicate which position you are applying for in the subject line.

No phone calls please.

We offer a generous benefits package including health and dental insurance, paid time off, and a 401k retirement plan.

Willow Domestic Violence Center is an Equal Opportunity Employer

Willow Domestic Violence Center is committed to equal opportunity for all, without regard to race, religion, color, national origin, citizenship, sex, sexual orientation, gender identity, age, veteran status, disability, genetic information, or any other protected characteristic. Willow Domestic Violence Center will make reasonable accommodations for known physical or mental limitations of otherwise qualified employees and applicants with disabilities unless the accommodation would impose an undue hardship on the operation of our business.