



# Berkeley Humane

**Position Title:** Director of Development & Communications

**Department:** Development

**Reports to:** Executive Director

**Salary Range:** DOE

**Classification:** Full-time

**FLSA Status:** Exempt

**SUMMARY:** The Director of Development & Communications works closely with the Executive Director to plan and execute corporate, foundation, individual donor, and charitable planned giving programs. This position is responsible for creating and implementing Berkeley Humane's fund-raising and marketing strategy, creating best practices, and driving all development and public relations efforts of the organization including major gifts, special events, major donor cultivation and solicitation, foundation and corporate relations, and planned giving.

**WORKING RELATIONSHIPS:** Member of the organization's leadership team and provides direct supervision to the Major Gifts Manager, Marketing Manager, Prospect Research & Development Analyst, and contract grant writer.

## DUTIES & RESPONSIBILITIES

### *Development and Fundraising*

- Develops, evaluates, and revises fund-raising strategies. Responsible for program planning and evaluation, encompassing all fund-raising programs that the organization sponsors, and reviews and revises them for efficiency and profitability.
- Raises operating revenue for the organization, including new and established campaigns. Activities include prospecting, researching, communication with departments and staff, and appropriate volunteer committees and board of directors. Prospects include renewal donors, corporations, foundations, and individuals.
- Cultivates and solicits charitable contributions from individuals, corporations, and foundations. Personally participates in major gift activities requiring direct contact with donors. Oversees major gift process, to include follow-up reporting with volunteers, ensuring calls are being made.
- Plans and implements ongoing program to cultivate planned gifts including recognition programs for donors who have remembered Berkeley Humane in wills and bequests. Develops ongoing relationship in local community with individuals in positions to assist gift givers, such as trust officers, estate planners that ensures annual bequests. Designs and cultivates a variety of donor recognition activities and programs, such as luncheons and awards banquets. Coordinates involvement of staff in donor solicitation and recognition activities.
- Develops fund-raising policies including purpose of endowments, donor recognition, and gift acceptance, all for board approval.
- Assisted by contract grant writer, researches and writes foundation / grant funding proposals.
- Helps recruit, support, and track volunteer Capital Campaign Committee engagement and progress. Ensures integration of campaign prospects and donors in cultivation and recognition events and activities.
- Oversees direct mail program.
- Works closely with department managers to understand program funding needs and create opportunities to attract major donor, corporate, and foundation support.

- Creates monthly fundraising report to the Executive Director for inclusion in the Executive Report.
- Provides an annual comprehensive analysis of department and fund-raising programs. Provides analysis and evaluation for individual programs on an as-needed basis.

#### *Database Management*

- Responsible for overall management of fundraising database.
- Manages the maintenance, confidentiality, accuracy, and timely entry of database and donor records.
- Manages timely and accurate preparation of all required departmental reports.

#### *Special Event Management*

- Oversees the management of all Berkeley Humane special events related to fundraising.
- Evaluates current and future events with staff to maximize resources.

#### *Staff and Volunteer Management*

- Directs and supervises development and marketing staff and volunteers in the performance of their respective responsibilities within the department.
- Coaches staff by providing regular, ongoing feedback and timely performance evaluations.
- Develops annual goals for department staff that include timelines, procedures, and accountabilitys to be accomplished in meeting future plans and objectives.
- Provides guidance, direction, and resolutions for departmental problems or staff issues. Maintains a professional fund raising and community relations staff by providing training and motivation in a team climate.
- Responsible for discipline and performance management of staff in Development Department, including recommendations for hiring and terminations, performance reviews and suggestions for promotions or salary increases.

#### *Fiscal Responsibility*

- Creates and manages department budget. Forecasts annual fundraising income and establishes goals tied to exceeding annual income forecasts and donor growth objectives.

### **QUALIFICATIONS:**

#### **Education and Experience:**

1. Bachelor's degree required with at least 5 years of experience in marketing and development in a non-profit environment.
2. Proven success in areas of individual and corporate giving as well as grant writing and funding.
3. High-energy, outgoing, team player, with a passion for animal welfare.
4. Documented marketing, social media, and event management experience.

#### **Skills and Requirements:**

1. Excellent fundraising techniques.
2. Ability to analyze revenue trends and explain results and make recommendations.
3. Ability to communicate verbally and in writing.
4. Excellent organizational skills; ability to prioritize and meet deadlines.
5. Ability to motivate fundraising and marketing team and work collaboratively with other departments.
6. Proficiency in computer applications (MS Word, Excel, Publisher, PowerPoint, and databases).
7. Knowledge of animal protection issues and commitment to the objectives of the organization.

**PHYSICAL DEMANDS:** This work is performed in office and shelter surrounding; requires workers to walk or stand for long periods; lift and carry up to 50 pounds; climb stairs; bend; reach; hold, grasp, and turn objects; and use fingers to operate computer keyboard. The work requires the ability to speak normally and to use normal or aided vision or hearing.

**COMPENSATION:** Berkeley Humane offers a competitive salary commensurate with experience, plus a generous benefits package, which includes medical, vacation, sick leave, and holidays.

**TO APPLY:** Please submit a cover letter, resume, and salary requirements via email to [jobs@berkeleyhumane.org](mailto:jobs@berkeleyhumane.org). Your documents must be in Word or PDF format to be considered.

**Berkeley Humane is an equal opportunity employer.**