

Gleaners Community Food Bank of Southeastern Michigan Job Description

Job Title: Chief Development Officer
Reports To: President
FLSA Status: Non-Exempt
Department: Advancement
Last Update: March 2021

Reporting to the President, the Chief Development Officer (CDO) serves as an executive leadership team leader in making strategic decisions to further the mission and work of Gleaners Community Food Bank (Gleaners). This position is responsible for a comprehensive philanthropy program. The CDO will help initiate new relationships to build Gleaners' visibility, impact, financial resources, brand strength, and sustainable and growth-oriented philanthropy. This position is also responsible for the development of Gleaners' marketing and communication strategy.

The CDO will align her/his leadership with the Gleaners mission, vision, values, and strategic plan. From this, the CDO will initiate, design, lead, and implement a comprehensive plan for developing Gleaners capacity to attract donors of all types and amounts, and grow the philanthropy program through a variety of methods, approaches, analytics, management, and innovation.

The CDO will provide strategic leadership to focus and expand the culture of philanthropy for Gleaners through service excellence, professionalism, and a high level of personal engagement. S/he will have primary responsibility for establishing, leading, and implementing the infrastructure and staff needed to substantially grow a \$18 million dollar budget through strategic gifts (major and planned gifts), federal and state grants, corporate and foundation grants, special events, annual campaigns, stewardship, strategic relationships management, staff management, participation with the Senior Leadership Team for Gleaners, and other roles and activities associated with an executive leader.

S/he will expand, deepen, and diversify Gleaners' donor base and work closely with other team members to define and secure funding for new initiatives. In addition, the CDO will work closely with the Board of Directors and its committees as they engage in active roles in philanthropy/fund raising.

The CDO will lead the development, planning and execution of campaigns including capital campaigns, special initiatives, and other activities including prospect development, volunteer leadership, case statements, infrastructure, communication, and management.

The CDO will develop a world-class communications plan for Gleaners, directly managing communications activities that promote, enhance, and protect the organization's brand reputation. The CDO will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will need to build relationships with the media. The CDO will advance the organization's position with relevant constituents, as well as to drive broader awareness and donor support for the organization. The CDO will be responsible for Gleaners varied and integrated communications products and services including: newsletters and other print publications; Web, E-news and other online communications; media and public relations; and marketing.

Essential Duties and Responsibilities

Development

- Work closely with the President and board members on all major philanthropy initiatives, including existing, emerging, and strategic programs and opportunities. This includes strategy, initiation of programs and approaches, execution, budgeting, talent management, resource tracking, prospect development, solicitation, and other philanthropic and executive functions.
- Collaborate with the Chief Financial Officer (CFO) to develop and implement Gleaners' financial strategy.
- Lead Gleaners in strategy development, budgeting, and measuring against agreed upon goals in all areas of philanthropy. Proactively determine if and when adjustments need to be made. Recommend a course of action when problem/issues arise.
- Have primary responsibility for leadership, development, and execution of all proposals and prospect/donor activity, assure proper record keeping and reporting, analysis, problem-solving, resource management, and relational connections and permanent tracking records.
- Oversee research of funding sources and trends to help position Gleaners to take advantage of major funding changes or trends over the next 5-7 years.
- Review donor information efficiently and analytically and make reports concerning same.
- Grow an existing stewardship program aimed at strategically cultivating deeper ties with donors that results in growth in strategic gifts.
- Monitor and report regularly on the progress of the philanthropy program and staff.
- Work collegially with executive staff to assure diverse thinking, innovation, communication, accountability, and problem-solving.
- Provide executive leadership for campaigns and special initiatives, including planning, strategy, donor development, volunteer leadership engagement, staff support, records, and other related functions.
- Gift/Data entry team oversight, ownership of donor database of record, increased utilization of data analytics & relational database tools to further department and organizational goals.....

Marketing and Communications Strategy, Vision and Leadership

- Develop and implement an integrated strategic marketing and communications plan to advance Gleaners's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences
- Create marketing/public relations strategy that will allow Gleaners leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the board, media and key influencers
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external marketing and communications opportunities and solutions, and define and execute appropriate strategies to support them
- Serve as marketing and communications counselor to Gleaners leadership

Marketing and Communications Operations

- Oversee development of all Gleaners print marketing and communications including the annual report, marketing collateral materials and electronic marketing and communications including Gleaners' website and new media; manage relationships with associated vendors
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding Gleaners programs, special events, public announcements, and other projects
- Oversee the day-to-day activities of the marketing and communications function including budgeting, planning and staff development

- Lead, manage and execute quantifiably successful fund raising strategies for direct mail, online giving, cross-channel marketing, e-strategy, telethons, radiothons, match campaign activities, and other media and large-outreach efforts
- Improve use of technology in all areas of responsibility

Team Development/Management

- Recruit and manage the development, marketing and communications, and gift entry teams to support the development and execution of the marketing and communications strategy
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis
- Maintains staff by recruiting, selecting, orienting and training employees; developing personal growth opportunities.
- Accomplishes staff job results by coaching, counseling, and disciplining employees; planning, monitoring and appraising job results; conducting training; enforcing policies and procedures.

Scope of Position:

Budgetary Responsibility: High

Personnel Responsibility: High

Access to Confidential Info: High

Supervisory responsibility: High

Community contact: High

Donors: High

Volunteers: High

Food Partners: Moderate

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Education/Experience

1. High energy and passion for the Gleaners mission is essential, along with clear personal and professional alignment with the organization's mission, vision, values, and work.
2. Outstanding ethical values and record in the nonprofit sector.
3. 10-plus years of increasing responsibility and professional experience in a nonprofit organization with at least five years at one place of employment; demonstrated record of success in a philanthropic/development function that has had quantifiable growth and qualitative achievement.
4. Highly motivated individual that is goal-driven and committed to service excellence.
5. Previous supervisory experience; supervising both management and line staff members with the ability to influence and engage direct and indirect reports and peers
6. Demonstrated record of having initiated, expanded, and cultivated existing donor relationships over time, personal involvement in solicitation, and stewardship that assures donor satisfaction, retention, and growth.
7. Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
8. Excellent communication, persuasion, and negotiating skills, both written and oral; ability to relate to, influence, and engage a wide range of donors and other stakeholders, build healthy, long-term relationships, position the Gleaners' president and board members for impact in the philanthropy program, and collaborate with professional advisors and consultants.
9. Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives, assure buy-in, maintain confidentiality, communicate with candor and tact, listen actively and synthesize the proper options for problem-solving and long-term success.
10. Ability to construct, articulate, and implement a comprehensive development plan.

11. Strong organizational and time management skills with exceptional attention to detail.
12. Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media
13. Creative and thoughtful on how new media technologies can be utilized
14. A minimum of five years' experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
15. Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills
16. Superior management skills; Stature, gravitas, and confidence to gain the credibility and respect of high-performing Board of Directors
17. Self-reliant, good problem solver, results oriented
18. Bachelor's degree required, Master's preferred, in a related area. CFRE or ACFRE also preferred

Language Ability

Excellent verbal and written communication skills; with the ability to write routine reports, and correspondence are required. Strong interpersonal skills with all contacts, internal and external, are required.

Math Ability

Ability to add and subtract two digit numbers and to multiply and divide with 10's and 100's. Ability to perform these operations using units of American money and weight measurement, volume, and distance. Basic knowledge of bookkeeping required.

Reasoning Ability

Strong analytical skills are required. Ability to proactively address and creatively solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

To perform this job successfully, an individual should be proficient in Microsoft Office as well as fundraising software programs.

Work Environment

The standard work environment is an office setting with fluorescent lighting and temperature and humidity controlled by air conditioning and heating.