DEPELCHIN FAMILY SERVICES- JOB DESCRIPTION

POSITION TITLE: Director, Donor Engagement

FLSA STATUS: Exempt (Salaried)

DEPARTMENT: Advancement

REPORTS TO: Sr. Vice President, Advancement

SUPERVISES: Assigned staff

Salary Range: Mid 120K's, Hybrid

POSITION DESCRIPTION

The Director, Donor Engagement is responsible for developing and executing integrated fundraising and donor engagement strategies to drive new donor acquisition, increase annual fundraising revenue, strengthen donor retention, and grow long-term philanthropic support. The role oversees omnichannel fundraising programs including direct mail, digital appeals, special events, recurring giving, corporate matching gifts, peer-to-peer fundraising, and tribute giving. In addition, the Director provides strategic leadership and oversight to volunteer services staff, ensuring volunteer engagement programs and initiatives align with organizational priorities and advance the mission.

PRIMARY RESPONSIBILITIES

1. Provide strategic oversight and direction for all direct response fundraising efforts in coordination with external vendors, including the editorial development, design, production, and distribution of multichannel campaigns across email, mail, SMS, social media, and digital advertising. Collaborate closely with the Marketing and Communications team to ensure consistency with brand standards and alignment with broader organizational messaging, while managing timelines, approvals, and performance outcomes.
2. Lead the strategic design, planning, and execution of high-profile special events, including major fundraising events, donor cultivation gatherings, and stewardship events. Oversee all aspects of event production by setting clear goals and objectives, developing timelines, managing budgets, and coordinating the efforts of staff, vendors, and volunteers.
3. Design and lead a comprehensive donor stewardship program that effectively communicates impact and appreciation across all giving levels, with the goal of increasing donor retention and increasing giving levels; provide strategic direction and oversight to the Stewardship Coordinator responsible for the program's execution and day-to-day operations.
4. Develop and lead strategies to grow revenue through recurring giving, corporate matching gifts, peer-to-peer fundraising, and tribute giving opportunities. Provide strategic oversight and direction to the Donor Communications Specialist responsible for the execution and day-to-day operations of those strategies.
5. Cultivate corporate and community partnerships to secure philanthropic support, including event and campaign sponsorships and in-kind contributions. Identify prospects with major giving potential and refer them to the Donor Relations team.
6. Provide strategic oversight and leadership for the volunteer program, ensuring effective recruitment, management, coordination, and retention of volunteers through direct supervision of the Volunteer Manager, aligning volunteer engagement with organizational goals and compliance standards.
7. Provide strategic leadership and oversight of database operations to drive donor acquisition, retention and engagement through effective utilization of technology, data management, analysis, and prospect research; supervise the Advancement Database Manager to ensure data integrity, informed decision-making through reporting, and implementation of data-driven automation tools and workflows.
8. Provide required monthly reports that accurately reflect activity and performance.
9. Participate in regular department and board committee meetings, providing progress updates.
10. Represent DePelchin in community events pertinent to the promotion and support of DePelchin programs and projects as assigned.
11. Perform public speaking to promote awareness and support of DePelchin programs as assigned.
12. Lead tours for individual prospects and/or interested groups.

13. *Performs all other duties as assigned.

POSITION REQUIREMENTS

A. EDUCATION

- Bachelor's degree in nonprofit management, marketing, communications, business administration, public relations, or a related field preferred.

B. LICENSURE/CERTIFICATIONS

- CFRE preferred.

C. EXPERIENCE

- Five (5) years' experience in a non-profit, fundraising environment.
- Management or supervisory experience required.

D. KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

- Strong strategic planning and critical thinking skills, including the ability to develop long-term strategies, establish measurable goals, identify growth opportunities, allocate resources, and translate organizational priorities into actionable plans that drive fundraising results.
- Demonstrated knowledge of direct response fundraising and omnichannel fundraising strategies.
- Strong editorial skills, including the ability to write, edit, and proofread fundraising appeals, donor communications, campaign materials, and other written content for clarity, accuracy, tone, and effectiveness.
- Comprehensive knowledge of fundraising principles, strategies, and practices, including donor cultivation and solicitation, annual giving, and donor stewardship.
- Strong project management skills, including the ability to develop project plans, manage timelines and budgets, coordinate internal teams and external vendors, oversee approvals, and ensure timely, high-quality deliverables.
- Strong analytical skills and the ability to interpret fundraising data, evaluate campaign performance, identify trends, and use results to inform strategy and improve outcomes.
- Excellent verbal and written communication skills, including the ability to build relationships, influence stakeholders, and communicate effectively with diverse audiences.
- Ability to provide strategic direction and oversight to staff, establish priorities, monitor performance, and ensure accountability for results.
- Strong organizational and time management skills, with the ability to manage competing priorities and meet deadlines.
- Proficiency in Microsoft Office applications, including Word, Excel, and PowerPoint; familiarity with donor databases (CRM) systems, as well as email marketing and digital communication platforms and fundraising analytics tools preferred.
- Ability to build and maintain effective relationships with donors, corporate partners, vendors, volunteers, and community stakeholders.
- Strong public speaking and presentation skills, including the ability to represent DePelchin and communicate its mission, programs, and fundraising priorities effectively.

E. BEHAVIORAL COMPETENCIES

1. Adaptability: Demonstrate commitment to contribute to and support effective change in order to enhance organizational performance.
2. Build Relationships: Demonstrate ability to develop and cultivate mutually caring and beneficial relationships with both internal and external clients and co-workers.
3. Communication: Demonstrate ability to present ideas and information in a timely manner, concise, effective and interpersonally appropriate manner through both written and oral forms.

4. Cultural Competence: Demonstrate an awareness, appreciation, and respect for diverse cultures and individual differences and ideas of clients and fellow employees.
5. Initiative: Exhibit interest in work being done and show willingness to complete assignments and accept responsibility.
6. Problem Solving/Decision Making: Demonstrate ability to identify issues and opportunities, collect appropriate information, effectively process information and make timely and effective decisions to improve outcomes.
7. Productivity/Planning: Demonstrate ability to plan and prioritize his/her own work to ensure efficient use of time, get assignments completed on time; meets standards for quality and quantity of work.
8. Professionalism/ Self Improvement: Demonstrate a positive and mature approach to work and job performance and is open to ideas and suggestions for improvement.

F. WORKING CONDITIONS

- Environment: Office
- Range of Schedule: Mon – Fri, 7:00 a.m. to 8:00 p.m. Occasional weekends.
- Travel: Occasional

G. DRIVER CLASSIFICATION

- Category 5 – Uses own vehicle on agency business but does not transport clients.
- Valid Texas Driver License required for the class of vehicle driving and proof provided to Human Resources.
- Must maintain auto liability insurance and provide proof of insurance to Human Resources at time of hire.
- Must meet the required insurance standards set forth by DePelchin's insurance carrier. (Policy HR.G.422 –
- Driver Classification and Safety).
- If an accident occurs while the employee is traveling in their own vehicle as part of their job function, the employee's personal auto policy is the primary source of liability coverage.

H. PHYSICAL DEMANDS

- While performing the duties of this job, the employee is regularly required to sit, stand, walk, and communicate effectively with donors, staff, and community members.
- The employee frequently uses hands and arms to operate computers, office equipment, and handle documents or presentation materials.
- The employee may occasionally lift and/or move up to 20 pounds, such as event supplies, materials, or equipment.
- The position may require light travel to donor meetings, events, or community functions, which can include brief periods of walking, standing, or carrying light items.
- Specific vision, hearing, and communication abilities are required to prepare written materials, deliver presentations, and engage with diverse stakeholders.

I. MENTAL DEMANDS

- Regularly responsible for high-level strategic planning and decision-making that impacts the organization broadly.
- Frequently required to analyze complex, multi-source information, evaluate risks, and make independent judgments with long-term consequences.
- Must oversee multiple departments, programs, or initiatives, integrating input from various stakeholders.
- Requires advanced problem-solving, critical thinking, and professional judgment in situations of uncertainty or high stakes.
- Strong written and verbal communication skills are needed to interact with boards, executives, staff, external partners, and community stakeholders.
- Must maintain confidentiality, discretion, and sound judgment when handling sensitive organizational or personnel information.
- Frequently required to adapt to changing organizational priorities, external regulations, or crisis situations.

ACKNOWLEDGEMENTS

My signature below indicates my understanding of the requirements, essential functions and duties of the **Director, Donor Engagement** position.

Employee Name (Please print): _____

_____ _____

Employee Signature Date

***Other duties:**
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.