

Director of Development and Communications

Member of Executive Staff responsible for managing and coordinating the fundraising and related marketing functions for the Houston Area Urban League. Manages key relationships with stakeholders to generate unrestricted revenue for the agency.

Full time, exempt. Reports to the President & CEO and Area Vice President.

Salary: \$92,000 – commensurate with experience

Summary:

This position is responsible for working with the CEO, Area Vice President, and Board of Directors for planning and coordinating all aspects of fund development, event planning, marketing and public relations for the Houston Area Urban League. Provide leadership on all fundraising initiatives including special events, major gifts, sponsorships, donor cultivation and grant writing, marketing and public relations.

Identify, organize and manage the fundraising activities of the Houston Area Urban League with a focus on new opportunities to obtain ongoing and increased support from corporations, public and private organizations, faith communities, and individuals.

Primary Roles & Responsibilities:

Planning

Develop and implement a comprehensive written annual resource development plan with strategies for donors and prospects in each constituent group including: individuals, faith groups, organizations, corporations, etc.

Provide monthly reports to the CEO and the board which measures progress towards achieving the plan. Broaden the Houston Area Urban League's fundraising by developing approaches such as planned giving, as well as online appeals and high net worth donors.

Grant requests and administration

- Assist CEO and Program Managers with researching and writing grants online and formal for operations and programs.
- Provide timely reporting and ensure compliance as required by grant award documentation.
- Participate in regular meetings with Staff and Senior Management.

Events

- Manage or oversee all Houston Area Urban League events.
- Work with Managers and Executive team to develop annual calendar of events.
- Work with appropriate staff and volunteers to ensure that all aspects of a successful event are coordinated towards a common goal.
- Develop and solicit sponsors/underwriters for events as needed

Gifts Cultivation

- Create and implement strategies for donor development and cultivation which will provide a diverse and sustainable funding base for the Houston Area Urban League.
- Keep up-to-date on current fundraising programs, practices, electronic solutions, current development platforms/technology and procedures used in the nonprofit sector and inform the affiliate leadership of items that would benefit the Houston Area Urban League.
- Create and implement major gifts program and volunteer giving program.
- Identify and pursue new sources of corporate and foundation funding.

- Build and maintain relationships with major donors of all types, develop strategies for solicitation, and solicit or coordinate the solicitation by other affiliate staff, board or volunteers, as appropriate.
- Create and update collateral presentation materials to support gift cultivation.
- Develop and implement all aspects of direct donor mailings, electronic/appeal letters, and other donor communications as needed.
- Ensure that the donor database information is current and accurate.
- Acknowledgement of all gifts and donations.

Manages the team responsible for Public Relations and Marketing. Responsibilities include the following:

Public Relations and Marketing

- Write press releases and media alerts.
- Develop and maintain media contacts with area media outlets.
- Oversee and direct all media relations, social media communication, media production and general branding of the affiliate and all its programs.
- Create marketing materials for the affiliate.
- Collaborate with cross-functional teams to ensure consistent messaging across all communication channels.
- Monitor and analyze communication metrics to evaluate the effectiveness of communication strategies.
- Build and sustain working relationships and communication with community associations; business leaders; grant funders; faith-based organizations and churches; universities and Houston Area Urban League auxiliaries and partners.
- Develop and implement comprehensive communication strategies to promote the organization's mission and goals.
- Oversee all internal and external communications, including press releases, newsletters, website content, and social media platforms.

QUALIFICATIONS:

- B.A./B.S. preferred with an emphasis or concentration in business, marketing, public relations or related field.
- Minimum of five-years professional development and fund raising experience with proven results.
- Experience and contacts in local, regional and national markets are a plus.
- Advanced social media and PC skills and expert proficiency in Microsoft Office Suite (Donor database experience desirable)
- Desire to work as part of a team and willingness to promote the principles and values of the Houston Area Urban League.
- Ability to work with minimal supervision – self-motivated & confident.
- Ability to handle multiple projects simultaneously.
- Ability to work well with people from all backgrounds with varying degrees of experience.
- Ability to inspire, train, motivate, challenge, and supervise volunteers.
- Confident public speaking and able to express ideas verbally and in writing.

To Apply

- Please send resume to lwinslow@haul.org for consideration.