



<b>Job Title:</b>	Director of Development & Communication
<b>Reports To:</b>	Chief Development Officer
<b>Positions Supervised:</b>	Grant Manger, Marketing & Communication Manager, Gift Operations Manager
<b>Status:</b>	Full-Time
<b>FLSA:</b>	Exempt
<b>Hours:</b>	40 Hours/Week, Mon – Fri (or as needed/required)
<b>Salary Range:</b>	\$90,000 to \$95,000 Annually
<b>To Apply:</b>	<a href="https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=92a92b22-67c7-458b-ad54-c53bb70fb726&amp;cclid=19000101_000001&amp;jobId=919341&amp;lang=en_US&amp;source=CC2">https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=92a92b22-67c7-458b-ad54-c53bb70fb726&amp;cclid=19000101_000001&amp;jobId=919341&amp;lang=en_US&amp;source=CC2</a>

*The Mission of Mid-South Food Bank is to Change Lives by Eliminating Hunger in the Mid-South.*

**The Mid-South Food Bank (the “Food Bank”)** is a leading social service organization supported by a vast network of volunteers, passionate public and private advocates and devoted financial sponsors. Since 1981, the Food Bank has worked to deliver food for today and hope for tomorrow. The Food Bank provides food for hungry people while striving to eliminate hunger in the Mid-South.

**The Food Bank** is part of a united community effort working to bring food, dignity and hope to our neighbors in our 31-county service area, including 12 counties in West Tennessee, 18 counties in North Mississippi, and Crittenden County, Arkansas. The organization distributes food, both donated and purchased, through a network of 300 pantries, soup kitchens, shelters, and other programs. These programs provide food where it’s most needed. The Food Bank also works to lift collective voices by educating, engaging, and advocating for neighbors struggling with hunger – at the community, state, and Federal levels.

As the face of hunger in the community has changed, the Food Bank has evolved. The organization’s programs address the specific needs of children, families, and seniors. According to Feeding America’s Map the Meal Gap, the national food-insecurity rate is 13.5%; our Food Bank’s tri-state service area ranks the highest in the nation at 17.29%. COVID presented new challenges for the Food Bank as the increase for food increase to 202% over 2019. Since 2019, the need for food in our service area is 111% greater than it was pre-COVID and in 2024 the Food Bank distributed over 38.7 million pounds of food, equivalent to 32.2 million meals. Only by working together with our partners, and many volunteers, we help those most in need go from hungry to hopeful.

### **Job Summary:**

The Director of Development & Communications works closely with Mid-South Food Bank’s (MSFB) Chief Development Officer (CDO) and Chief Executive Officer (CEO) to design and implement strategies for major gift relationship management (solicit, nurture, upgrade) to meet short and long-term goals of the organization. The primary objective is to increase financial donations, including grants, to MSFB and develop long-term donor relationships built on a firm understanding of donors’ interests, passions and values.

The Director also builds and manages brand identity and all aspects of communications and marketing across MSFB's 31-county service area to raise awareness of the organization and its programs.

### **Duties/Responsibilities:**

Provide here a bullet point list of responsibilities and duties for this job.

#### Donor Cultivation and Stewardship

- Direct all aspects of MSFB's major gifts program including cultivation, solicitation, and stewardship of new donors for annual gifts of \$5,000 or more from current and new financial supporters, and ensure major donors have opportunities to increase their level of support and enjoy a close relationship with Mid-South Food Bank.
- Equip and prompt the CDO and CEO in the relationship management process for major gifts including conducting prospect solicitation briefings and preparation for new and current donor meetings.
- Create a comprehensive annual development plan, in collaboration with the CDO & CEO, with targeted goals, objectives, methods and outcomes that will achieve budgeted goals.
- Write clear and concise proposals and correspondence, using multiple platforms to reach diverse audiences of high net worth individuals and corporations. Be an effective public speaker and representative of MSFB to convey energy, meaning, and the importance of MSFB's mission and work.
- Oversee gifts of less than \$5,000 to cultivate these donors to the major gift category.
- Be diligent with appropriate follow-up and follow-through.
- Direct the Gift Operations Manager & Marketing and Communications Manager and team on donor database reports, updates, and requested donor information plus required database maintenance.

#### Communications

- Manage a strong communications/public relations program that will result in raised community awareness and increased support. Ensure the Food Bank's website is maintained with updated, appropriate content and revisions.
- Ensure communications with donors enhance ongoing stewardship including thank-you letters, newsletters, emails, as well as new ideas for how we can keep donors and prospects engaged.
- Direct the Gift Operations Manager and oversee fundraising and awareness events including ROI and goals for each event and as part of yearly planning. Provide a comprehensive overview of the community relations program and results on an annual basis.
- Oversee public communications via social media by the Marketing and Communications Manager and stay current on trends and new ways to use these communication channels.
- Direct the management of the direct mail/e-appeal program by the Gift Operations Manager, working with an outside vendor, on three major campaigns a year.
- Coordinate the production of print and electronic communications materials i.e., newsletters, brochures, advertisements, signs, posters, displays, and the annual report. Ensure the Food Bank brand is protected in all forms of internal and external communication to be consistent with mission and vision.

- Advocate on behalf of hungry people by staying aware of issues and activating donors, partner agencies and the public to respond to federal, state, or local legislation that affects food security.
- Perform additional tasks to support MSFB's mission either self-initiated or directed by the CDO or CEO

#### Monitoring and Reporting

- Monitor monthly, quarterly and annual activity toward achievement of fundraising revenue goals.
- Prepare and submit accurate and timely monthly activity reports to CDO & CEO.

#### Grant Management

- Direct and support the Grant Manager in strengthening our grant program, including timely reporting, to increase funding to the food bank

### **Qualifications:**

- Bachelor's degree
- 5-7 years of nonprofit fundraising, development experience with major gift experience preferred
- Strong sense of customer service and the ability to respond with urgency to the needs and requests of others, internally and externally, and ensure a high degree of responsiveness to all donors without regard to their giving level
- Demonstrated ability to think strategically and creatively and to take the initiative to identify and act on problems and lead by example. Consistently make decisions that resolve problems
- Results oriented with strong attention to follow through
- Strong written and oral communication skills; comfortable with diverse groups of people
- Microsoft Office Suite computer skills and experience with constituent relationship management systems/donor database software
- Attention to detail and strong management skills
- Willingness and ability to adjust to changing conditions or priorities

### **Job Description Acknowledgement**

All requirements in the job description provided herein indicate the minimum level of knowledge, skills, and/or abilities deemed necessary to perform the job competently. Job descriptions are an overview of the duties, responsibilities, and requirements of the position. Food Bank Employees may be required to perform other job-related assignments as requested.

Upon offer and acceptance of employment, the candidate will indicate their understanding of the requirements, essential functions, and duties of the position by signing a copy of this job description. The Food Bank reserves the right to make appropriate changes in this job description at management's sole discretion.