

# Development Director



Ronald McDonald House Charities of Nashville

## Job Position Summary

Ronald McDonald House Charities of Nashville (RMHC), a nonprofit family residential facility, seeks a full-time, professional with fundraising skills, marketing, and communications experience to perform the duties of a Development Director. This person must be highly organized with great attention to detail and have strong verbal and written communication skills.

**Location** This is an in-person position with the primary office located at the Ronald McDonald House of Nashville.

## Job Overview and Qualifications

Candidates must be people-oriented and responsible for implementing a comprehensive Development Plan that includes but is not limited to managing the details of the production of 5 special events, solicitation of major gifts, planned giving, annual giving programs and key stakeholder fundraising. In addition, this person will be responsible for the support of the Board of Directors in the fundraising process, writing grant proposals, assisting with securing sponsorships for major special events, coordinating gift processing, donor records management, and donor recognition.

The candidate is responsible for assisting in supporting the implementation of a comprehensive Communications and Marketing plan that includes but is not limited to assisting in managing details of the production of all marketing and communication activities for 5 special events and promoting our mission.

Successful individuals will have strong leadership skills, initiative, enthusiasm, and dependability, enjoy interaction with children and families, and be highly adaptable. RMHC is an equal opportunity employer and does not discriminate based on race, color, national origin, sex, religion, age, or disability in our employment, training, compensation, or promotion practices.

### Degree required and qualifications:

- A bachelor's degree in a related field.
- A minimum of three to five years in fundraising, event planning, marketing, and communications or equivalent experience; nonprofit experience is a plus.
- Strong people skills and emotional intelligence; proficient interpersonal relations and communicative skills with the ability to deliver presentations and materials suited to the characteristics and needs of the audience.
- Detail oriented
- Solid background in fundraising, event planning, marketing, communications and program design
- Elevated reading and writing skills; typing/computer usage; proficient in Internet use, working knowledge of all Microsoft Office products including Outlook, Word, Excel, and PowerPoint, proficient in basic web content management, database management, online fundraising sites, and donor management software experience.

- Ability to exercise independent judgment, handle multiple demands from various entities along with high-volume requests and make rapid responses
- Ability to build and sustain relationships with a broad range of stakeholders.
- Shows initiative and is proactive in seeking opportunities.
- Maintain confidentiality when dealing with volunteer, resident, donor, and organizational information
- Possession of a valid driver's license

## Job Responsibilities

The Development Director has three key areas of responsibility:

- Design, implement and evaluate a comprehensive Development Plan
- Assists to design, implement, and evaluate a comprehensive Communications and Marketing plan
- Provides general House support.

## Design, implement and evaluate a comprehensive Development plan

- Implement the annual Development Plan (appeals, campaigns, events, activities)
- Sets and achieves, in close collaboration with the Executive Director, annual agency revenue goals
- Sets and achieves annual fundraising goals in close collaboration with the Executive Director
- Engages, trains, and supports the Board of Directors' involvement in fundraising
- Engage Board members to motivate and guide members of the community to assist with major gift fundraising.
- Designs and implement a donor stewardship and cultivation program, working with the Board Vice President of Development.
- Design and implement a major donor recognition from the Board of Directors.
- Using the current software, EXCEED, reviews gift processes and donor records, campaign reports and event reports to ensure gift collection and acknowledgements are complete
- Manages details of the production of special events, including corporate sponsorship program, coordination with venue contacts, cultivation of guests, mailing lists, venue logistics, food and beverage, silent auctions, and committees, with the help of the Executive Director
  - Manages special event corporate sponsorship solicitations and serves as liaison to sponsor contacts,
  - Manage budgets for all special events; monitor costs and net revenue over time, and keep accurate records of annual data for benchmarking purposes and determine deductibility post event
  - Ensure accurate record-keeping and follow-up for all development information.
- Responsible for involving the community with Ronald McDonald House Charities of Nashville (RMHC) through all signature events, ensuring enthusiastic investment in RMHC's mission. Strategically plans, implements, creates and directs the execution and evaluation of all RMHC's signature events including but not limited to the Music City Golf Tournament, Hustle for the House 5k & 1 Mile Fun Run, The Golf Ball, Music City Sporting Clays Tournament and Light Up the House.

- Manage all aspects of signature events created by the House. This position includes oversight for recruitment of committee members, logistics, permits, budgets, timelines, electronic invitations, collateral event materials, decorations, donations, sponsorships, food and beverage, entertainment, awards, auctions, volunteers, and summary reports, etc. for all signature events.
- Contributes to the annual budgeting process by maintaining accurate event income and expense reports.
- Provides written reports on signature event progress for event committees, including but not limited to drafting committee meeting agendas, follow-up information and tracking target and completion dates using the event specific Special Events Timelines.
- Serves as the main point of contact for all signature event committees
- In coordination with the Communications Coordinator and the Executive Director, research and solicit event sponsorships and in-kind donations.
- Collaborates with Volunteer Coordinator to ensure adequate signature event staffing.
- Enlists the support of the Communications Coordinator and the Administrative Manager for preparation of all requisite written materials for events including digital event programs, PowerPoint Presentations, Post Event Thank You Video, etc.
- Conducts research to identify new individual, corporate, and foundation donor prospects.
- Manages the process of contacting individuals and companies new to Nashville as identified through research from local publications and sends mailings with information about RMHC of Nashville.
- Maintains calendar to ensure timely submission of corporate and grant funding requests.
- Prepares corporate and foundation grant requests and conducts research to determine new foundation and corporate prospects.
- Prepares monthly written Development progress report for the Board Vice President of Development, Executive Director and the Board of Directors.
- Develops and implements a planned giving program and works with Executive Director to develop relationships to assist with the development and marketing of the planned giving program.
- Identify, qualify, cultivate, and solicit major and planned gifts from individuals, corporations and foundations that are identified as prospective donors to support the mission of RMHC of Nashville.
- Coordinate with the Executive Director and the Board of Directors to develop proposals and secure funding for our organization's priorities as defined by the Strategic Plan, to include support for operations, additional or new family support programs, and the organization's permanent endowment.
- Collaborates with Executive Director, Board of Directors and, if applicable, outside consultants to manage special fundraising campaigns such as a Capital Campaign and Endowment Campaigns.
- In coordination with the Executive Director, seek out, coordinate the screening and approval process of all 3rd Party Fundraising Events.
- Attends Third Party Fundraising Events as necessary to ensure brand compliance, event success and mission awareness.
- Work cooperatively with committees, volunteers, and other professionals and staff as needed
- Oversee other special projects, campaign events and duties as assigned by the Executive Director.
- Oversee the McDonald's fundraising program (i.e., Round-Up for RMHC) by tracking donations by store, creating promotional and engagement materials to share with crew and communicating to high achieving stores and providing quarterly incentives.
- Responsible for events and special programs sponsored by the local McDonald's Owner Operators that benefit RMHC.
- Coordinates the annual Adopt-A-Room program by soliciting new and current donors to support this effort.

- Coordinate ribbon cutting and signage reveal opportunities for all new and existing donors.
- Provide year in review updates to Adopt-A-Room donors and acknowledgement in social media and printed publications in coordination with the Communications Coordinator.

## Assists to design, implement and evaluate a comprehensive Communications and Marketing plan

- Assists in setting and achieving annual communications and marketing goals in close collaboration with the Executive Director and the Communications Coordinator
- Assists in managing the details of the production of all marketing and communication activities with the help of the Executive Director and the Communications Coordinator
  - Manages special event marketing and communications activities, along with graphic designer, and special events publicity committees,
  - Manages production of digital special event invitations, flyers, video program advertisements and content along with event graphic designer,
- Contributes to monthly e-newsletter, quarterly printed newsletter and Annual Outcomes Report.
- Assists in organizing House and Family Room tours/lunches for members of the media and potential donor prospects through management and marketing to interested planned groups in coordination with the Communications Coordinator.
- Assists in coordinating and reviewing with the Executive Director and the Communications Coordinator all the Omnichannel Marketing and Direct Mail program content and processes with current vendor Moore Group.

## Provides general House and Family Room support

- The staff of the Nashville House will work as a team – taking whatever action necessary – to create a positive, caring environment for each other and in the House and to ensure the comfort and well-being of families, volunteers, and visitors in the House. Specifically, this includes (but not limited to):
- Answering phones and greeting visitors.
- Providing hospitality and house services when necessary.
- Handling any aspect of House Operations as needed or when requested.
- Act as a back-up to other staff members in the event of sickness, vacation, or other scheduled absences.
- Participating in and supporting special events and activities involving the House.
- Participating in programs and seminars appropriate for professional development.
- Contributes to the RMHC team efforts by maintaining positive, supportive and flexible working relationships with fellow staff and volunteers in our mutual pursuit of providing comfort and care to families of critically ill children being served by our facility.

## Qualifications

### Physical Factors:

Ability to stand, reach, lift, bend, kneel, stoop, climb stairs, push, and pull items weighing 40 pounds or less; manual dexterity; auditory and visual skills; ability to follow written and oral instructions and procedures.

## Benefits

- Starting Salary of \$ 70,000.00 (Salary commensurate with experience)  
100% Employer-paid health, dental, and vision for individuals and dependents
- 401K Plan
- Employer-paid short-term and long-term disability

## How to Apply

### Contact Information and Procedure:

If interested in applying for this position, please send a resume with a cover letter by EMAIL or FAX to:

Email: [liz@rmhcnashville.com](mailto:liz@rmhcnashville.com)

Fax: 615-343-4004

(Please, no calls. Applicants selected for an interview will be contacted.)

## Details

- Type: Full-Time
- Job Function: Fundraising / Revenue Development
- Salary Range: \$63,000.00 - \$94,000.00
- Working Hours: Working Hours: 8:00 a.m. – 5:00 p.m., Monday – Friday, but must be flexible to adjust schedule based on early or late meetings, special events and occasional Saturdays (event dependent)