

Coronado Schools Foundation

Director of Development

Job Description

Mission of the Foundation: Through community involvement and support, Coronado Schools Foundation (CSF) raises and manages funds to provide exceptional learning experiences for all Coronado Unified School District students.

Position Overview: The Director of Development (DD) will initiate and implement comprehensive fundraising activities for CSF including annual Development Plan/budget which includes donor development initiatives, managing Bloomerang donor software, marketing oversight, fundraising campaigns, and events. Fundraising campaigns include but are not limited to Annual Giving/Partner in Education (PIE), community partner campaigns, and Business Partner in Education (BPIE) campaign. This position includes community relations, networking, PTO Liaison, board support and training, research, public presentations, donor database management, donor data analysis, and coordination for development activities. The Director is supported by the Development and Marketing Coordinator who assists with all fundraising, community outreach, Board relations and communication, and donor engagement and stewardship efforts.

Reports to: Chief Executive Officer (CEO)

Compensation: Position is salaried, exempt, with flexibility needed for special events, meetings or occasional presentations outside of normal work hours. Salary Range: \$62,000 to \$72,000 DOE. Benefits offered include vacation and sick leave, health insurance, 401K and Coronado Unified School District (CUSD) office staff holidays.

Hours of Operation: 8:30 am to 5:00 pm; with flexibility needed for special events and committee meetings.

Education and Experience:

- Three to Five years development (nonprofit) and/or management experience working directly with staff, board members, volunteers, and community members.
- Bachelor's degree or equivalent experience.
- Event Management experience (budgets of \$250,000+ per event) required as DD oversees the strategy behind major fundraising events.
- Experience working with a Board of Directors and managing volunteers.
- Knowledge of public relations and marketing practices pertaining to nonprofits, fundraising, and campaigns.
- Manage donor database system, reporting, analysis and acknowledgements.
- Emphasis on developing individual and major donor gifts, cultivation and stewardship of existing donors (individual, local business, corporate and foundations) to increase donor retention rate.
- Excellent communication skills, written and verbal.
- Effective and efficient organizational & computer skills (Microsoft Office – WORD, EXCEL, Outlook) with QuickBooks a plus.
- Financial management - ability to create budgets and manage projects accordingly.
- Management and/or supervisory experience for employees and interns.

Qualifications:

- A "people person," genuinely interested in pursuing relationships/partnerships to benefit CSF's mission.
- Active listener who is passionate about our cause and able to discuss it with zeal.
- A facilitator, comfortable with empowering others to succeed.
- Experienced manager, overseeing staff, interacting with interns and volunteers, and working closely with CEO.
- Detail oriented with respect to planning, analysis and financial management.
- An individual with a "big picture" vision and ability to prioritize work pursuant to the needs of the organization.
- Strong organizational/project management skills in a fast-paced environment.

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- Works well under pressure, remains flexible, and a team player while meeting deadlines & timelines.
- Self-motivated individual who can work towards agreed-upon goals with minimal supervision while adhering to the highest ethical standards.
- Ability to write press releases, website updates and donor acknowledgement letters.
- Experience in working effectively with a diverse population of parent and community volunteers, school staff, business sponsors, and board of directors.
- Computer literacy including CRM and Event Management software.

Responsibilities – Fundraising & Donor Management

- Develop and implement a comprehensive fundraising plan that diversifies funding base; increases individual and major donor giving; increases business/corporate support; increases Foundation support, including making grant recommendations and research; and effectively implements special event fundraising efforts.
- Works closely with event specialists and volunteers on annual events such as fall Gala, spring Telethon, salon and other donor events, community engagement activities, and friend-raisers.
- Oversight of BPIE and PIE campaigns, Coronado Locals Card and its app.
- Manage and execute all annual and renewal donor campaigns, Giving Tuesday, Year End Giving, and Year End Appreciated Stock Solicitation
- Coordinates matching gift donations, receipt and acknowledgement.
- Develop and implement an effective donor cultivation and stewardship strategy, including participation in major donor and individual donor meetings, while maintaining confidentiality.
- Works with CEO, Staff and CSF Board Members to execute CSF's Strategic Plan.
- Oversees marketing initiatives for events and overall brand adherence.
- Collaborates with CEO on budgets for events and is responsible for meeting stated fundraising goals.
- Works with CEO and marketing consultant to align marketing initiatives, both print and digital, with development calendar in support of events and giving campaigns with the goal of maximizing fundraising return.

Performance Criteria:

Evaluated based on execution and success of development plan, financial knowledge, quality of work, and overall success, both reaching fundraising goals and developing community support and involvement, working within approved budgets and timelines.