



## Job Description

**Job Title:** Development Director  
**Job Department:** Development  
**Supervision:** Executive Directors

**Revised:** August 2014  
**Status:** Salaried

SLD Read is a non-profit community resource serving West Michigan since 1974. Our vision is a community working together for literacy that empowers all individuals to achieve their full potential. To reach this vision, we **help individuals** with dyslexia, learning differences, and other reading challenges to develop lifelong language skills through our multisensory program. We **assist educators** to identify learning challenges and provide training and techniques to enhance their reading curriculum. We **increase community awareness** and understanding of literacy issues.

---

**Job Summary:** Reporting to the Executive Director/s, the Director of Development is responsible for planning, implementing and managing all aspects of SLD Read's development plan. This includes the development and execution of SLD Read's overall fundraising strategy, cultivation of existing and prospective funding relationships, and management of all aspects of communications related to fundraising initiatives.

### **Essential Functions:**

*Quality Services - Strives to meet or exceed expectations in the delivery of services, specialized one-to-one tutoring/ community and professional training; contributes to enhancing the quality of the work environment.*

- Plan, implement and coordinate SLD Read's annual development plan.
- Research and develop SLD Read's overall fundraising strategy and policies.
- Oversee individual and annual fundraising campaigns.
- Cultivate existing sponsorship relationships with individuals and corporations.
- Plan, implement and supervise funding solicitation strategies.
- Plan, implement and supervise special events.
- Research and liaise with individuals and corporations to develop robust funding relationships.
- Oversee a current, accurate and secure database of SLD Read's sponsors and donors.
- Ensure timely processing and appropriate recognition of all funding contributions.
- Develop an appropriate stewardship program to foster strong donor relations.

*Teamwork - Effectively works with other members of a team, drawing on all resources to achieve a common goal or solve a problem. Promotes teamwork as a way to generate positive and creative results.*

- Identify and recommend community-based initiatives deserving SLD Read's support.
- Identify and develop opportunities for SLD Read staff and board volunteers to serve as ambassadors in the community.
- Works cooperatively with SLD Read staff to match departmental needs with funding sources. Defines and develops strategies and solicitation methods for each project.
- Assist with donor information management, including updating information relating to contributions, events, sponsorship and special projects.

- Help ensure effective and thorough follow through on projects, timelines, and directions.
- Support collaborative work efforts with the Marketing, Accounting and other departments as needed.

*Resource Stewardship - Manages resources, such as time, expenses, supplies, labor, and etc. well to ensure their prudent use; develops staff resources through training, mentoring, coaching, etc.*

- Prepares and operates within an approved annual budget.
- Adheres to SLD Read policies and standards.
- Adheres to all local, state and federal laws regarding donations and follows all SLD Read standards for donor integrity.

*Mission Outreach - Educates the community on services provided by SLD Read. Actively promotes SLD Read's mission with students, families, communities and referral sources; offers services that fits the diverse needs of the community.*

- Works with Community Outreach Director to distribute press releases and public service announcements as necessary. Serves as main contact for appropriate events for SLD Read.
- Participates in and upholds the values and processes devoted to continuous quality improvement in all SLD Read operations.

### **Working Relationships:**

- Internal: Member of the SLD Read Leadership Team with relationship to other Development staff, Program Managers, Regional Directors, Operations Manager, and all volunteering employees.
- External: Frequent contact with SLD Read Board Members, volunteers, donors, media, general public and related businesses.

### **Qualifications:**

- B.A. in Communications, Public Relations, Marketing or equivalent required.
- 3 years development experience with emphasis on special events planning.
- Marketing and public relations experience helpful.
- Computer skills including Microsoft Word and Excel or equivalent.
- Raiser's Edge experience necessary.
- Excellent oral and written communication skills.
- Must be organized, detail oriented, and able to work weekends.
- Must display initiative in managing projects with minimum supervision and an ability to meet deadlines under changing conditions and circumstances.
- Ability to proactively multi-task and coordinate multiple projects and events with flexibility and an eye for detail.
- High level of energy, positive attitude, professionalism.
- Ability to work in a team environment & work independently as well.
- Ability to lift ten to twenty pounds.
- Must have reliable transportation.