

Watauga County Habitat for Humanity, Inc.
Resource Development Manager
Job Description

OVERVIEW

The responsibilities of the Resource Development Manager are to plan, implement and oversee Habitat's resource development efforts, reporting directly to the Executive Director and working closely with Board of Directors. Primary responsibilities include capital campaign coordination, major gift solicitation, direct mail and planned giving programs, evaluating marketing efforts and facilitation of community and corporate partnerships.

The successful candidate will have demonstrated skills in seeking major donations, excellent verbal and listening communication skills, basic computer knowledge, and a familiarity with multi-cultural and different socio/economic audiences, an interest in working with people from diverse backgrounds and a commitment to the mission of Habitat for Humanity to provide simple, decent housing for people in need.

POSITION REQUIREMENTS

The ideal candidate will have a Bachelor's degree and 3-5 years of successful fundraising and donor management experience. Preferred experience includes a successful record with direct solicitation of major gifts, planned giving programs, capital campaigns, and the cultivation of corporate partnerships. The ability to seek, develop and retain donors is essential. Proposed position is for a contracted employee working half-time with no benefits.

PRIMARY RESPONSIBILITIES

- 1. Organizes and implements major donor and planned giving programs.**
 - Identifies and cultivates key donors by working with staff and Board members; researches potential donors, prepares for visits with these individuals or businesses. Solicits and acquires donations.
 - Serves as the affiliate's primary liaison with its donors in partnership with the ED.
 - Assists the ED in aligning external publications for marketing (i.e., website, newsletters, forms, brochures, videos, PSA's, etc.).
 - Evaluates direct mail campaigns for future use.
- 2. Organizes and facilitates community and corporate partnerships.**
 - Coordinates with and advances the affiliate's relations with local corporate partners to promote volunteerism, gifts-in-kind, and corporate house sponsorships.
 - Coordinates with and advances the affiliate's relations with residents, both full-time and seasonal, to promote fund raising, volunteerism, and house sponsorships.
- 3. Oversees gift acknowledgment activities with the administrative assistant.**
 - Supervises and assists in gift-accounting procedures.
 - Ensures timely and appropriate acknowledgment of gifts.
 - Analyzes donor giving trends.
 - Produces gift reports quarterly to determine effectiveness of gift solicitation activities.
- 4. Assists the Executive Director in the grant proposal process.**
 - Determines cycle for foundation and corporate grants.
 - Identifies new sources for foundation and corporate support.
 - Works with committees to identify funding needs for specific projects.
 - Manages in-kind wish list for equipment needs, suitable land for building, and possible businesses or individual who can provide sources of support.
 - Responsible for reporting to all sources of funding according to foundation reporting requirements.
- 5. Provides leadership in helping to establish overall policies, plans and objectives related to resource development.**
 - In coordination with the Executive Director and key staff, establishes long- and short-range objectives, both qualitative and quantitative.
 - Monitors and evaluates performance and progress.
 - Provides written summary of activities on a monthly basis.