

## **Resource Development Manager**

### **Habitat for Humanity of Eastern Connecticut**

**Summary:** Responsible for managing all aspects of fund development for Habitat for Humanity of ECT. Provide leadership on all fundraising initiatives including special events, major gifts (financial & gifts in kind), planned giving, Restore donations and sponsorship acquisition. Identify, organize and manage the fundraising activities of the affiliate with a focus on new possibilities to obtain ongoing and increased support from corporations, public and private funding organizations, faith communities, and individuals. Responsible for formulating a funding strategy which deepens the commitment of existing donors, maximizing the number of supporters overall, and developing opportunities for all to contribute to HFHECT's goals in practical, meaningful, personally (or institutionally) satisfying ways. Requires a multi-skilled individual who can build long-term community and financial support for Habitat.

#### **Responsibilities and Duties:**

##### **1. Planning**

- Work with Executive Director (ED), staff and others to develop and implement a long-range development plan that compliments the funding/sponsorship goals outlined in the Strategic Plan. Prepare comprehensive annual fundraising plans complete with dates, roles, events, needs, etc. Plans should focus on strengthening the existing donor base as well as increasing the donor base. Create corresponding evaluations to monitor progress. Fundraising efforts should focus on engaging the board as ambassadors for cultivation and stewardship. Review plans regularly and recommend changes as appropriate.
- Broaden Habitat's fundraising by developing approaches such as planned giving and solicitation of bequests.
- Must work well within a team environment.

##### **2. Fundraising Activities**

- Perform prospect research on corporate, organizational, faith community, foundation, civic, and individual donors to determine sponsorships, gifts, grants, events, and collaborative activities in order to raise funds. Make public appearances and presentations as required to solicit funding and sponsorship support (or assign to ED or board members). Focus on retaining long-term donors. Help establish and maintain relationships with donors.
- Responsible for sponsor acknowledgements, including site signs, inclusion on website, social media, press, and enews and newsletters.
- Serve as main coordinator for the Major Gifts, Planned Giving and Corporate Giving Programs. Set annual goals/plans and arrange major donor visits with and for ED and board members. Thank, recognize, and follow up with donors.
- Working with ED, develop/maintain planned giving/bequest programs.
- Assist or lead as appropriate outreach events such as the Annual Meeting & Donor Appreciation Event, Home Show and Bid to Build event.
- Work to cultivate volunteers as donors and donors as volunteers, Work to raise community awareness by scheduling public speaking events for ED, staff, and board.

- Create or arrange for appropriate materials and tools necessary for raising funds, including website, newsletter, brochures, annual reports, campaign materials, PowerPoint shows, videos, homeowner testimonials, etc.
- Research, write and manage all grants including post grant reporting. Includes helping design content that addresses funder goals. Requires understanding of financials.
- Administer all financial aspects of grants, and manage draws for grants that operate on a draw down or reimbursement process. Provide timely reporting, and ensure compliance as required by funder.
- Involve board members in affiliate fundraising through training and by reviewing donor lists with board members. Assist board members in personalizing appeals and making calls to people they know.

### 3. Events

- Promote events to the business community as a way to support HFHECT and provide support to those groups that want to host an event.
- Work with appropriate staff and volunteers to ensure that all aspects of a successful event are coordinated towards a common goal.
- Develop and solicit sponsors for houses and events as needed.

### 4. Public Relations and Marketing

- Lead and develop a public relations committee
- Responsible for press releases and media alerts
- Develop and maintain media contacts with area media outlets
- Create marketing materials for the affiliate.
- Oversee and coordinate all media relations, social media communication, media production and general branding of the affiliate and all its programs.
- Build and sustain working relationships and communication with community associations; housing advocates and coalitions; business leaders; lenders; grant funders; work with program director on faith based organizations and churches; school administrators; schools, universities and youth groups; and other institutions.

### 5. Administrative & Financial

- Develop budgets and monitor expenses related to the development function. Maintain complete, accurate records of all fundraising events and activities.
- Maintain/expand existing database by better defining how it is used, where and how data is entered, etc. Update records regularly from data from direct mail cards, calls, and other sources. Use database to coordinate fund development activities and donor retention and recognition programs.
- Establish reporting structures to ensure timely completion of tasks. Provide reports to the ED on activities and achievements weekly and monthly. Provide staff support to Committee by coordinating meetings, developing agendas and goals, and planning needed trainings for committee members.
- Recruit, orient and supervise volunteers for fundraising activities.

**Job Requirements:**

- Demonstrated ability to raise money through individual and corporate giving programs, including major gifts, membership programs, and sponsorships; special events; and grantwriting. Planned giving/bequests/endowment experience a plus.
- Experience with planning, managing, executing, monitoring, and evaluating projects and meeting deadline and a demonstrated ability to plan, organize, and communicate in a fast-paced, limited-resource environment;
- A people-person with exceptional verbal, written, listening, and presentation skills; strong leadership, networking, organizational, and motivational skills;
- Database management experience and the ability to maintain accurate records and prepare timely and meaningful reports;
- Must be highly organized and able to handle multiple concurrent deadlines; ability to prioritize a must.
- Team player/able to work collaboratively and effectively with and among diverse populations. Must also be able to make decisions and solve problems independently and effectively;
- Advanced PC skills and expert proficiency in Microsoft Office Suite, comfortable using technology, especially social media and experience with photo shop a plus.
- College Degree B.A./B.S. preferred with an emphasis or concentration in business, marketing, public relations or related field.
- Commitment to Habitat's mission and principles.

Full Time, some evening/weekend work. Reports to Ex. Director.

**Salary/Benefits:** Salary negotiable. Generous vacation/holidays. Medical benefits. See how actions directly build homes for families in need; work directly to eliminate poverty housing in our community.

Equal Employment Opportunity employer.