



Job Description: Director of Annual Giving

Scope

The Director of Annual Giving is responsible for leading all activity related to annual fundraising and stewardship.

Primary Responsibilities

- With Chief Advancement Officer, develops annual giving strategy and helps maintain a philanthropic culture at HopeWay by executing a well-rounded strategic fund development program.
- Leads activity related to annual solicitation and stewardship to meet/exceed fundraising goals.
- Designs, directs and executes programs for annual fundraising campaigns including individual, corporate, and foundation donors.
- Manages portfolio of donors, with specific attention to leadership level (HopeKeepers) donors.
- Researches and identifies prospects, oversees prospect management, and with CAO, executes a cultivation and solicitation plan for major gifts.
- Oversees annual plan for cultivation, solicitation, networking and recognition events.
- Oversees the identification, planning and execution of private and public grants; includes research, prospect management, grant application, fulfillment and reporting
- Oversees any volunteer activity as outlined in policy and coordinated by the Development & Marketing Assistant.
- Designs, directs and oversees stewardship of all donors. Manages the recognition of donors, corporate partners and volunteers in publications, signage, marketing and promotional materials. Coordinate inclusion in publications that highlight development activities, leadership volunteers, donor listings and corporate logo recognition and other forms of donor recognition as required.
- Attends Development Committee meetings, when appropriate.

General Competencies

- Works with the highest degree of integrity
- Displays a strong work ethic
- Highly organized
- Demonstrates a high degree of flexibility
- Deals well with ambiguity
- Is a strong collaborator
- Can operate telephones, computers, and general office equipment

Core Competencies

- Works with professionalism and respect with all clients, families, colleagues, supervisors, and visitors of HopeWay
- Financial acumen
- Strong attention to detail
- Strong written and verbal communication skills
- Can build and maintain relationships with multiple stakeholders

Special Competencies

- Demonstrates the skills and competency appropriate to the ages, culture, developmental stages, and special needs of the patient population served

- Works well with individuals who experience significant, and at times, prolonged serious psychiatric illness
- Leadership as a fundraiser and marketer
- Capable of fostering new and existing major donor relationships
- Leadership in developing endowments and capital campaigns
- Ability to lead a team as well as to participate as part of the senior management team
- Demonstrates strategic and tactical marketing and communications capabilities
- Supervisory skills required to recruit, train and lead a small team

Physical Requirements

- Works in an office setting with prolonged periods of sitting
- Repetitive wrist motion and occasional lifting of 10 – 20 lbs.

Education, Experience, and Certification

- Bachelor’s degree required
- Master’s degree preferred
- Management experience in fundraising and/or sales and marketing required
- Capital campaign experience preferred
- Knowledge of Charlotte philanthropic community preferred

Protected Health Information

- Will limit access to protected health information (PHI) to the information reasonably necessary to do the job
- Will share information only on a need to know basis for work purposes
- Access too verbal, written and electronic PHI for this job has been determined based on job level and job responsibility within the organization
- Computerized access to PHI for this job has been determined as described above and is controlled via user ID and password

Reporting Structure

- Directly reports to the Chief Advancement Officer

Schedule and Status

- Full-time, Exempt

The above statements are intended to describe the general nature and level of work being performed by people assigned this job classification. They are not to be construed as an all-inclusive list of all duties, skills and responsibilities of people so assigned.

Rev. 1/2023

Printed Name: _____

Signature: _____

Date: _____