



Title: Development Director

Reporting to: CEO

Direct Reports: Development and Marketing Manager

Works closely with: Program Directors, CFO, COO

Job Purpose: The Development Director is responsible for driving fundraising results, while ensuring that the donor experience of giving to Challenge Aspen is satisfying and rewarding. The Development Director will also be responsible to ensure that donor requests are honored.

- The primary function of this position is to cultivate relationships with current donors, potential donors, current sponsors and potential sponsors.
- Secondly, to oversee the grants process and identify new grantors, solidify current grantors and work collaboratively with Challenge Aspen's Development and Marketing Manager.
- Third, plan and execute community outreach strategies, raising awareness and good will in the Roaring Fork Valley for the programs offered by Challenge Aspen.
- Fourth, develop and oversee an annual events calendar with a mix of community building /awareness events, and major fundraising events such as the annual gala. Coordinate needs for volunteers, sponsors, invites, and donor engagement to ensure successful outcomes.
- Finally, guide the organization in meaningful storytelling to convey our mission and impact to donors, employees, community members through marketing and pr initiatives such as presentations, press releases, printed materials, digital advertising strategies, social media, website, copy editing, newsletters, photography, video content, sponsor packets and relationships with third party agencies.

Job Status: Full-time, year-round

Hiring Salary Range: \$75,000 to \$85,000 and is commensurate with skills and experience.

Key Responsibilities and Accountabilities:

- Create and execute a successful sponsorship, stewardship and donor retention plan.
- Nurture relationships with and increase support from local and national business partners while researching, identifying and cultivating new partners and sponsors.
- Develop and manage existing and new relationships within Challenge Aspen's current community of donors/supporters

- Develop and oversee strategies, timelines, creation of print and digital collateral for the Annual Appeal campaign, grants, membership appreciation and sponsorship retention efforts.
- Develop marketing strategy and schedule for Challenge Aspen projects and oversee marketing efforts.
- Determine focus areas to grow Challenge Aspen's local, statewide and national media opportunities
- Working with the CFO, creating and managing a sound marketing and advertising budget
- Lead community outreach/education initiatives to educate community members about Challenge Aspen programs and our Mission
- Oversee the Challenge Aspen website management, and maintain regular communication with department heads to ensure the site is up-dated and accurate
- Manage all projects with graphic designer and web developer
- Develop necessary contracts and/or agreements
- Write copy for marketing materials and seek input from other departments as needed
- Ensure marketing materials are up to date and assist with production of new materials; maintain inventory of marketing materials
- Create project-based budgets for Annual Appeal, National Council and other new, creative opportunities
- Lead the development and marketing team in strategizing managing grant applications and reports, and the facilitation of regular social media posts
- Generate live auction leads and registrations for Challenge Aspen fundraising events
- Work CFO to develop revenue goals and objectives for events
- Establish short-term and long-term development strategic plans, including events
- Responsible for creating the annual report
- Catalogue and maintain organization images and videos
- Utilize the CRM (Neon) to accurately record, manage and report on contacts, prospects, donors and events
- Ensure the creation of and facilitation of a monthly newsletter to Challenge Aspen supporters, working with all staff to inform of content
- Participate in strategic planning process
- Monitor retail items to ensure accurate branding
- Act as Manager on Duty when needed
- Assist with other organizational tasks as needed

Qualifications, Attributes & Key Success Factors:

- 3+ years as a Director of Development with a proven record of fundraising success with goals in excess of \$2.5 million
- Minimum of 2 years' experience in marketing/public relations
- Confident signature gala event planning, knowledge and experience
- Comprehensive knowledge of current, emerging and innovative best practice in philanthropy
- Exceptional verbal and written communication skills
- Familiarity with financial planning, tax and charitable gift laws and planned giving methods
- Proven track record with closing large complex gifts preferred
- Focus on outstanding customer service
- Highly competent in the use of technology, including Excel, Word, & CRM databases

- Detail oriented and effective time management skills
- Ability to multi-task in a fast-paced work environment, strong organizational skills
- Experience building and maintaining philanthropic relationships within a sophisticated donor base
- Successful track record leading and inspiring a development team
- Ability to adapt quickly and graciously to change
- Be an active, positive member of the leadership team
- Be a role model and offer assistance to others when needed
- Passion for supporting a Mission-centric community in achieving philanthropic objectives
- Position is highly visible and requires weekends and evenings for attendance at special events, travel, dinners, and entertainment
- Understanding of various disabilities and behaviors a plus
- Maintain a sense of humor and remember the mission behind your hard work
- Adhere to the environment of L I G H T
 - Loyalty
 - Integrity
 - Generosity
 - Honesty
 - Trust

Supervisor Approval: _____ Date: _____

HR Approval: _____ Date: _____