

**A WOMAN’S PLACE (AWP)  
Position Description**

**TITLE:** Director of Advancement

**DEPARTMENT:** Resource Development

**EMPLOYMENT STATUS:** Full-time

**WAGE & HOUR STATUS:** Exempt

**PURPOSE OF POSITION:** AWP’s Director of Advancement is responsible for identifying and securing financial contributions; planning the long-term sustainable funding strategy and executable plan for the organization, building relationships with funding sources; planning and overseeing fundraising activities. In addition, the position is responsible for supporting the strategic messaging for the organization as well as creating a comprehensive communications and marketing plan in collaboration with the Education and Training Department. Finally, the Director oversees advancement efforts by supervising the Donor Relations Manager and Grants Compliance Manager.

**REPORTING RELATIONSHIPS:** Reports to the Executive Director

**OTHER RELATIONSHIPS:** Public, businesses, groups and organizations, media, vendors, AWP staff, volunteers, survivors

**ESSENTIAL FUNCTIONS/RESPONSIBILITY:**

1. Designs, implements, and oversees a structured comprehensive development program to include all phases of fundraising, including the annual fund, corporate and foundation giving, major gifts, planned giving, and various campaigns.
2. Implements and oversees a structured comprehensive marketing and communications plan to include outreach, advertising, press relationships and volunteer involvement.
3. Prepares and monitors progress of overall resource development department activities including budget goals and objectives.
4. Oversees social media strategy, growth and scheduling.
5. Responsible for all internal and external reporting on a regular basis.
6. Responsible for the management and health of the donor database.
7. Allocates resources to donor stewardship including, but not limited to, written correspondence, receipts and other gift acknowledgements.
8. With the support of the Executive Director, develops, implements, and monitors department’s strategic plan.
9. Supports Executive Director in the development and oversight of Board of Directors’ and major gift solicitations.
10. Identifies new corporate and private funding sources; represents agency in meetings –or identifies appropriate representation – with potential funding sources.
11. Writes proposals and grants to support organizational activities.
12. Writes press releases, communications materials to maintain continuity of messaging strategy.
13. Works with Executive Director, Board of Directors, and Committee members to maintain close working relationships with funders.
14. Evaluates and reports on the scope and effectiveness of resource development and communications efforts on a regular basis.
15. Participates in weekly senior leadership team discussions and collaborates in organizational goal setting.
16. Performs other related duties as assigned by management.

**CRITERIA/REQUIREMENTS:**

1. Commitment to AWP's Values, Vision, and Mission statements; self-motivation; self-discipline; and excellence.
2. Adherence to the Personnel Policies of AWP.
3. Successful completion of Domestic Violence Direct Service Training course and continuing education requirements as outlined in AWP's Personnel Policies.
4. Leadership in conceptualizing, organizing, and implementing projects involving various processes and personnel.
5. Demonstrated respect of people and principles and ability to maintain a respectful, diverse, and inclusive work environment.
6. Develops well-informed recommendations and strategies sensitive to the various needs of multiple stakeholders and reflective of the organization's strategic direction.
7. Displays skill in engaging people, organizations, and partners across boundaries, engaging a broad base of stakeholders in a shared agenda.
8. Positive representation of AWP in the community.
9. Proven success in conceptualizing, writing, and editing grant proposals.
10. Experience with budget planning and long-range strategic planning.
11. Knowledge of major donors in the regional area.
12. Ability to supervise staff and volunteers.
13. Superior communication skills: oral, written, proofreading, editing, and presentation.
14. Superior interpersonal skills with an ability to relate to broadly diverse audiences.
15. Superior organizational skills; ability to set priorities and work on multiple projects simultaneously.
16. Computer Skills Required: Word, Excel, Outlook, Internet, Social Media and donor management software (Raiser's Edge NXT or similar).

**EDUCATION:**

1. Bachelor's degree from an accredited college or university required.
2. Minimum of three to five (3 to 5) years' experience in non-profit resource development with a demonstrated track record of successful corporate, foundation, and individual giving campaigns and communications strategies.

**CHARACTERISTICS:**

1. Demonstrated understanding of diversity and cultural issues.
2. Strong financial literacy skills including budgeting and forecasting.
3. Excellent presentation skills.
4. High energy level, strong sense of initiative, creative problem solving, flexibility, discretion, and a sense of humor.
5. Ability to work collaboratively as well as independently.
6. Entrepreneurial spirit.
7. Ability to work strategically and tactically.
8. Strong organizational and time management skills.
9. Project management skills.
10. Ability to assist individuals understanding their strengths and weaknesses in order to achieve job and personal goals.
11. The ability to handle multiple assignments simultaneously is a necessity.
12. Able to motivate others.
13. Cooperative and open-minded
14. Maintain high standards for all work.

**JOB DIMENSIONS:**

**Assignment and Approval of Work:**

1. Executive Director oversees all assignments and prioritization of work.

**Financial Responsibility:**

1. Tracking expenses and spending per resource development department budget
2. Track and regularly report any expenses (including, but not limited to mileage, tolls, etc.) and submit expense report for approval and reimbursement.
3. Provide monthly reporting of income and expenses to Executive Director and recommend annual budgets for each program.

**Responsibility and Decision-making:**

1. Ability to anticipate trends in the competitive non-profit marketplace and plan accordingly.
2. Demonstrate initiative.
3. Ability to create and implement metrics to meet organizational fundraising goals.
4. Assess situations and make informed recommendations (data-driven whenever possible).
5. Identify and propose potential responses to challenges as they arise.

**Data Reporting:**

1. Maintain and manage accurate and complete data.
2. Regular report measurements.
3. Regular report income and expenses resource development initiatives

**LICENSE/CERTIFICATIONS:**

1. 33/34 Clearance.
2. Valid Pennsylvania Driver License.
3. Valid vehicle insurance.

**PHYSICAL DEMANDS/ENVIRONMENTAL CONDITIONS:**

1. Operation of office equipment.
2. Lifting up to 35 lbs.
3. Occasional travel.
4. Willingness and ability to work varied hours, including nights and weekends.
5. Exposure to cleaning supplies, office chemicals, paint, and insecticides.

**This is not an employment contract. A Woman's Place has the right to change duties and responsibilities as needed.**

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**EMPLOYEE SIGNATURE**

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**DATE**

### **AWP VALUES STATEMENT**

To accomplish our vision of a society where all individuals are safe and can flourish, the programs, services, and decision making at all levels of A Woman's Place are rooted in and guided by the following values:

**Courage:** A Woman's Place acts bravely and boldly, notwithstanding fear.

**Creativity:** A Woman's Place encourages the creation of meaningful new ideas, interpretations, and rules.

**Equality:** A Woman's Place believes each and every one of us must collaborate to create a new society based in equal power and rights.

**Integrity:** A Woman's Place is of sound moral character and adheres to ethical principles.

**Respect:** A Woman's Place is considerate and honors the worth and dignity of all beings and resources.

**Social Justice:** A Woman's Place analyzes structural social inequalities in order to promote justice.

### **AWP VISION STATEMENT**

A Woman's Place envisions a society where all individuals are safe in their relationships and can flourish.

### **AWP MISSION STATEMENT**

A Woman's Place is a community-based social change organization committed to the empowerment of women and to ending intimate and domestic violence for all.