



POSITION DESCRIPTION

Job Title: Development and Communications Director
Responsible to: Executive Director
Type of Position: Full-Time Exempt

PRIMARY OBJECTIVE:

Advance the mission of The Open Link through progressive strategic resource development both on an annual and capital level. This includes relationship management with individuals, businesses, foundations, faith communities and other key stakeholders. In addition to designing and implementing the yearly resource development plan, the Director will also create and conduct communications initiatives that inform and strengthen the position of The Open Link throughout the community.

RESPONSIBILITIES:

1. Develops and implements the yearly resource development plan, focusing on various fundraising initiatives including the annual fund, sponsorship, cause-marketing campaigns, and other innovative approaches.
2. Responsible for meeting the goals outlined in the yearly plan.
3. Participates in the feasibility study and other preparation for a capital campaign.
4. Creates collateral materials for fundraising campaigns and oversees campaign management and implementation.
5. Acts as the liaison to the Development Committee of the Board.
6. Develops and stewards relationships with annual donors and high net worth individuals.
7. Researches, writes foundations grants and provides annual reporting to funders.
8. Plans and executes fundraising events, leading the Board and Development Committee in these fundraising activities.
9. Tracks and manages giving to The Open Link, preparing monthly reports related to giving goals, identifying any giving trends or giving gaps and responds appropriately.
10. Works closely with the Executive Director to develop proposals, cases for support and other materials in preparation for key stakeholder discussions.
11. Supervises the Volunteer Coordinator and the Office Coordinator.
12. Actively promotes TOL sponsored activities, special events and special honors given to volunteers, board and staff.
13. Attends outreach and community events on behalf of The Open Link, representing the organization in a professional manner.
14. Approves use of the TOL brand in all materials.
15. Manages fundraising database, maintaining it to be as clean and usable as possible.
16. Ensures media coverage at TOL events.
17. Develops and nurtures contacts with print and digital media; contributing columns/articles on TOL programs and events, as requested.
18. Develops and updates PR materials: agency brochures, annual reports, flyers, invitations, press releases, public service announcements and other marketing pieces; reviews and updates materials used for display in community outreach events.
19. Oversee the production of the agency's newsletter and edits the monthly senior center newsletter.
20. Assists ED in making outreach presentations in the community (Comcast Newsmaker, community, civic, religious groups, etc.).
21. Updates the agency website and creates social media each week (Facebook, Instagram, Tiktok and LinkedIn etc.)
22. Other duties as assigned.

Qualifications:

- 3 to 5 years of progressive fund development with measured results required.
- Experience with donor management software like DonorPerfect or Blackbaud products.
- Excellent oral and written communication skills.
- Experience and proficiency in MS Office Suite, Canva and social media platforms essential.
- Bachelor's degree in marketing, fundraising, business development or similar required.

Executive Director

Development and Communications Director

Date