

**Healthy Smiles for Kids of Orange County**  
**STAFF POSITION DESCRIPTION**

**ADMINISTRATIVE MANUAL**  
**FILE UNDER: JOB DESCRIPTIONS**

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**POSITION: DIRECTOR OF DEVELOPMENT**

**REPORTS TO: CEO**

**APPROVED BY:**

**ISSUE DATE: 6/1/04**

**REVISED/REVIEWED DATE: 11/20/09**

**Position Summary:**

Responsible for leading the creation and implementation of a development plan. effectively networking across political, corporate , foundation , government and non-profit circles to promote the awareness and collaboration of the organization. Develops and administers plan for reaching HSK's fund raising goals and efforts to obtain financial support for HSK work. Manages the annual fund raising cycle, the development budget and activities by creating and managing a comprehensive fund development program. Participates as a member of the management team to formulate and implement policies and plans to meet the organization's overall short- and long-term objectives. A specific goal is to lessen the dependence on the Children and Families commission and other at-risk funding sources. Manages the overall marketing and public relations functions to further expand HSK's visibility and identity; help "tell our story". Establishes and manages a fund development committee with board members and other volunteers who will assist in this effort. By communicating to stake-holders; establishes and maintains relationships with foundations, corporations, as well as with existing and potential major individual donors.

**Duties and Responsibilities:**

**1. Fund Raising Planning and Implementation;**

- Develops and implements fund raising strategies. Administers development plan and funding strategies to sustain HSK work, including identification of new donors and approaches to individuals, corporations and foundations.
- Cultivation and maintenance of relationships with previous and new donors.
- Oversight of system for donor recognition, ensuring timely thank you & tax record letters. Maintain database of supporters and collaborators with accurate contact information & history.
- Responsible for all fundraising programs
- Oversees and maintains computerized donor databases
- Staffs fund development committee of the board

**2. Grant Management**

- Works in conjunction with Directors of Program Development and Finance in the development of funding requests/grant proposals to private and corporate foundations with achievable budgets and outcomes
- Ensure deliverables on grant contracts are achieved and reports provided in timely manner.

- Ongoing maintenance of existing and proposed contract process.

**3. Marketing and Public Relations**

- Develops public relations plan that includes all stakeholder communities and populations
- Implements strategies for external marketing communications and public relations to broaden awareness and visibility of Healthy Smiles in the community.
- Development of marketing, public relations and fund raising materials and supervises Community Relations position.
- Development and maintenance of website.
- Represent Healthy Smiles in the community to help create a strong, visible presence and awareness as a spokesperson

**4. Provide strong leadership contribution as a member of the management team**

- Provides staff support to the Board of Directors and its committees, including preparation of meeting materials
- Staff support to the Fund Development Committee of the Board
- Attends and participates in Management Team meetings
- Communicates with staff and, as directed, the Board of Directors
- Performs other related duties as needed

**Minimal Qualifications:**

- A. Bachelor's degree, masters and CFRE preferred
- B. 5 years professional management experience in fund development and/or marketing and business development in the not-for profit arena
- C. Successful track record in relationship development and initiation of fund raising activities with documented positive outcomes
- D. Competency in use of relevant development software and Microsoft office functions
- E. Experience in, and understanding of , marketing and communication strategies and relationship development
- F. Energetic, self-starting, and able to work under pressure and manage multiple priorities
- G. Positive attitude and passionate about the Healthy Smiles mission, and must be committed to the achievement of its objectives
- H. Strong written, oral, and interpersonal skills
- I. Able to lead, direct staff and volunteers
- J. Team player

**Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds.

Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**Environmental Conditions:**

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is exposed to weather conditions prevalent at the time. The noise level in the work environment is usually moderate. Occasional hands-on contact is likely in the following: Hazardous Exposure (Chemical and Infections): Non-Ionizing Radiation (microwaves, sun, etc.): Radiation (x-ray).