

The Valentine Employee Job Description

Position Title: Director of Development¹

FLSA Status: Exempt²

General Responsibilities: In support of the museum's mission to engage, educate and challenge a diverse audience by interpreting Richmond's history, the Director of Development is responsible for the strategy, planning and management of the museum's major fundraising efforts and donor relationships, foundation and corporate giving, and grants. The Director of Development leads the Development team and reports to the Deputy Director of Communications.

Reporting Supervisor: Deputy Director of Communications

Positions Supervised: Annual Giving and Donor Relations Manager and the Development & Marketing Administrative Assistant

Itemization of Key Duties

Leadership Strategies and Operations:

1. Manage all high-value relationships including corporations, foundations and major individual donors. In some cases, this may include assigning relationship management to other development team members to better leverage existing personal relationships or ease workload.
2. Identify and cultivate new prospects as outlined above, and work with the Annual Giving and Donor Relations Manager to develop a strategy for identifying new prospects for annual giving and memberships.
3. Oversee fundraising strategy and efforts tied to major capital initiatives such as the Valentine Studio and Garden Pavilion, First Freedom Center and Wickham House projects.
4. Work with the marketing team and the Annual Giving and Donor Relations Manager to identify the date, theme and mission for events intended to attract major donors and corporate sponsors including the spring fundraising party and Richmond History Makers.

¹ DISCLAIMER: This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned.

² FLSA stands for the Fair Labor Standards Act, which was enacted by Congress in 1938 and is under Federal Wage and Hour statutes. An exempt employee is not paid for overtime hours worked. There are three categories under which an employee may be considered exempt. They are administrative, executive, and professional. These categories generally define an exempt employee as one who customarily and regularly exercises discretion and independent judgment in the performance of his/her duties.

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Donor Cultivation, Engagement, Community Relations, Events:

1. Oversee and execute a corporate sponsorship program to support and develop special projects.
2. Develop the strategy for and participate in community activities and organizations to advance the museum's mission, prospect and network to broaden our support. This may include presentations to prospective donor groups.
3. Conduct in-person meetings, including one on one or with the Director or Deputy Director of Communications, with individuals or groups of prospects or donors as part of ongoing cultivation efforts.
4. Work periodic evenings and weekends based on event schedules and other donor cultivation efforts supported by Development.
5. With the Deputy Director of Communications and the marketing team, develop messaging, collateral materials and other donor cultivation materials for all major fundraising efforts.
6. Along with the Annual Giving and Donor Relations Manager, keep the PREVO Production Calendar and the Programs and Events Schedule up to date with development related initiatives and needs.
7. Attend the above events to manage donor and sponsor relationships and provide remarks if needed.

Grant Writing and Proposal Development:

1. Manage the grant writing process and grant reports, engage contract grant writers as needed, and maintain the master grants calendar with the Administrative Assistant.
2. Maintain a comprehensive grant track system.
3. Research, cultivate, prepare and submit effective private and state/federal grant proposals to maximize the Valentine's opportunities to receive grant funding. Prepare and submit follow-up reports to grant-makers.

Board Engagement:

1. [If the program is reinstated] Provide staff support and guidance to the Immersion Trustees of the Board of Trustees.
2. Manage the Board of Trustees Governance Committee and serve on the Development Committee.

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Budget & Data Analysis Oversight:

1. Track and report giving statistics tied to revenue goals for all fundraising initiatives.
2. Provide and present statistical analysis to board and senior leaders through active monitoring and collection of donor information.
3. Oversee gift entries and gift acknowledgments through database management and maintenance.
4. Develop reporting to inform the Valentine leadership of pertinent donor information.
5. Work with the Director of Finance to invoice and collect pledges in a timely manner.
6. Assist in preparing income and expense budget and cash flow projections for Development activities.
7. Set clear goals for the Annual Giving and Donor Relations Manager and ensure that goals are met and relevant reporting is provided as outlined above.
8. Develop and oversee a quality assurance system to minimize errors in communications with donors in general such data and list maintenance and ALTRU improvements or enhancements.

Summary of Qualifications:

Minimum of 5-7 years of broad development experience: mastery of annual giving appeals, familiarity with sponsorships and grants process, awareness of capital campaign logistics and planning, management across all donor levels and constituent groups. Ability to develop and adhere to a budget. Ability to manage multiple tasks and desire to perform in a high-energy, team-oriented organization. A high level of attention to detail is required. Exceptional written and verbal communication skills. Strong desire to develop direct relationships with donors and prospects through written communications, calls, in-person meetings and events.

Management skills:

Strategic planning, marketing, analytical, organizational, and financial. Effective management and stewardship of Board and chief volunteers. Proficiency with ALTRU or comparable donor management software and other technical systems. Bachelor's degree required and a commitment to ongoing professional training.

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Physical Demands:

The physical demands described here are representative of the requirements that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee may be required to use a telephone, computer keyboard and mouse; reach with hands and arms, speak for extended periods of time and listen. The employee is frequently required to walk and sit, as well as to lift and carry objects weighing up to 10 pounds. The employee is occasionally required to stand, stoop or kneel. Specific vision abilities required by this position include close vision and the ability to focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.