



POSITION DESCRIPTION

Job Title: Sr. Development Officer

FLSA Status: Exempt

Indicate all that apply to this position: **Full-time** **Part-time**

Job Summary:

The Senior Development Officer serves as lead strategist for agency fund development and marketing. Leadership responsibilities include creating a comprehensive fundraising plan including corporate, annual, online and individual donor campaigns, major and planned giving initiatives, overseeing special events and ancillary fundraising efforts and designing a comprehensive marketing strategy to support all agency programs and advancement activities.

The SDO functions as the agency's principal gift raiser and works closely with the CEO on the major gift strategy for past and current major gift donors, identifying new donors and implementing strategic stewardship and cultivation opportunities. Additionally, SDO and CEO Partner to implement the annual plan advancing the missions of the agency and increasing philanthropic revenue.

Key Relationships:

Reports To: Chief Executive Officer

Supervises: Events & Community Engagement Associate and the Marketing & Communications Associate

Job Responsibilities:

1. Collaborates with the CEO to create and implement a comprehensive fundraising plan with measurable annual goals for all development initiatives. Specific strategy detail required for identifying, qualifying, cultivating, soliciting and stewarding donors for the agency.
2. Serves as lead staff/front facing representative with all donor activity, resulting in strategic and significant revenue growth over future years. Actively works to engage and add prospects, cultivate donors, solicit and close gifts and create a planned giving campaign.

3. Assures resource development and marketing strategies are aligned and integrated to agency mission to achieve effective and impactful outcomes.
4. Supports training needs and managing the performance of the fund development team; also develops committees according to agency protocols and national fund-raising professional standards.
5. Collaborate with the Marketing & Development Committees and members of the Board of Directors on pertinent issues.
 - Preparation of agendas, reports and other materials for meetings.
 - Building and serving as staff lead for an engaged Board and Committee philanthropy.
6. Provides infrastructure support for special events and donor campaigns.
 - a. Assure annual cultivation calendar is in place.
 - b. Collaborate with Office Manager and Events & Community Engagement Associate to develop a system for entering, tracking and managing event participants and individual donors in CRM (currently Salsa)
 - c. Run and interpret reports to assess progress toward goals using CRM.

Position Qualifications:

Minimum Education and Experience:

Bachelor's Degree preferred, Associates Degree accepted in Communications, Public Relations, Marketing, Business or related field; 3 – 5 years related experience desired, or equivalent combination of education and experience.

Computer Skills:

- d. Basic Outlook
- e. Intermediate Microsoft Word
- f. Intermediate Excel
- g. Basic PowerPoint
- h. Donor Management Software
- i. Social Media and other web or cloud-based products and services
- j. SharePoint

Knowledge, Skills and Abilities:

1. Organizational skills, accuracy, attention to detail, and ability to prioritize workflow are critical.
2. Excellent communication, public speaking and writing skills are essential, with the ability to build and maintain relationships.
3. Anticipates and responds to changing business conditions with innovative and creative solutions.
4. Proven integrity.
5. Flexibility, creativity and team-centered philosophy.
6. An articulated belief in the mission of Big Brothers Big Sisters.

Physical and Other Requirements:

Extended periods of time typing, data entry, sitting, read, writing. Lifting up to 20 lbs.

1. Mental Requirements include: General, Visual, and Numerical Intelligence. Analytical skills.
2. Traveling will be required on an as needed basis to meetings, appointments and events; reliable transportation required.
3. Occasional evenings and weekend work required as needed.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work is performed primarily in an office setting, in the community and remotely if necessary. For the most part ambient room temperatures, lighting and traditional office equipment as found in a typical office environment. The noise level in the work environment is moderate.

This is a hybrid position and requires a minimum of 3 days in the office, currently located at 37 South Washington Street, Rochester, NY 14608

Revised: April 5, 2022

To apply for this position, please send a cover letter and resume to:

Lisa Mattoon, CEO
lmattoon@bbbsr.org

The above statements are designed to outline essential functions, minimum qualifications and job scope. This description is not meant to limit or, in any way, modify the right of leadership to assign, direct and control the work of employees. In addition to

the above, all employees are expected to read, understand and comply with agency policies and procedures, regulatory expectations, organizational standards, etc.