

Job Description for FMAS Director of Development and Communications

The Director of Development and Communications (“DDC”) will lead the Friends of the Manchester Animal Shelter’s (“FMAS”) fundraising programs as coordinator of an effort involving staff, board of directors and volunteers to secure the resources to maintain and advance the mission of FMAS. The DDC will build and sustain a community of support around the work of FMAS, recruit donors, cultivate relationships with key donors, solicit gifts and apply for grants. The DDC will lead the FMAS initiative for a Capital Campaign, investigating the feasibility for a new site or site expansion, raising funds, and assisting with all aspects of site development or expansion.

Responsibilities:

1. Leads development efforts

- Creates and solicits donations for donor giving programs. Establishes and reports on program objectives, evaluation criteria, and program budgets.
- Adjusts programs with an eye towards overall growth, efficiency, and scalability.
- Develops and oversees grant writing, including supervising the annual grants budget and calendar, having primary responsibility for the writing of grants and reports, ensuring timely and high-quality submissions, and identifying and cultivating prospective foundations.
- Leads initiative for Capital Campaign, including investigating feasibility, funding, and implementation of expansion.
- Recruits, trains, and coaches development volunteers.

2. Cultivates, solicits and stewards donors

- Designs and implements donor recognition and planned giving programs.
- Creates intimate recognition events to promote interest in the FMAS mission and to motivate donors to make FMAS their organization of choice for major gifts.
- With help from other staff and volunteers, identifies, cultivates, and solicits prospective donors, including recognizing and stewarding major donors.
- Professionally and energetically advocates for FMAS and interacts with donors or prospective donors at events, meetings and on the telephone, including some nights and weekends.
- Manages the creation and maintenance of donor materials.
- Ensures that all gifts and pledges are timely recorded, reminded, and acknowledged.
- Maintains accurate and current donor mailing list.

3. Spearheads fundraising events

- Plans and executes two major annual fundraisers and smaller fundraisers/adopt-a-thons monthly.
- Oversees annual holiday card / donation solicitations.

4. Serves as Communications Director

- Cultivates relationships with local media and serves as the shelter spokesperson for media inquiries.
- Writes and issues press releases and produces monthly electronic newsletters and quarterly mailings.
- Publicizes and promotes fundraising events and the shelter as a whole.
- Supervises community outreach programs and initiates programs with the Manchester community, i.e. therapy dog visits to schools and nursing homes and public education about humane treatment of animals and the importance of spay/neuter.
- Oversees and updates shelter website and social networking sites.
- Acts as the face of the shelter.

Qualifications:

- Bachelor's degree in Communications, Marketing, or relevant field.
- Master's degree in Business Administration, Non-Profit Management, or similar field (preferred).
- Minimum 3 years experience in non-profit development.
- Strong personal and professional network in the Greater Manchester area.
- High level of self-motivation, teamwork skills, and demonstrated sales capability.
- Computer and web literacy, proficiency in Gift Works software (preferred).
- Excellent writing, interpersonal and communication skills.
- Knowledge of fundraising management techniques and the demonstrated ability to assess and discuss programs quantitatively.
- Understanding of the perspectives and priorities of both donors and volunteers.
- Reliable transportation.
- Love and respect for animals and an appreciation of how they enrich the lives of people and the Manchester community as a whole.

Compensation will be commensurate with experience and record of successful achievement and includes a benefits package. If interested, please submit your resume and cover letter, with salary requirements, to employment@manchesteranimalshelter.org. No calls please.