**Humane Society of Weld County**

**Job Description**

Job Title: Director of Development

Reports To: Executive Director

FLSA Status: Full-time (Salary, Exempt)

Effective Date: September, 2022

Close Date for Applications: November 1, 2022  
  
Note: No phone calls will be accepted for this position. Questions or applications should be sent to ngilman@weldcountyhumane.org

**POSITION SUMMARY:**

The Director of Development position is responsible for leading all channels of development as well as the digital marketing and communications of the organization

* Direct mail
* Social media and digital marketing
* Major gift acquisition
* Grant and foundation oversight
* Maintenance and analysis of donor records
* Will work to enhance the development aspects of events
* Statements to the public on all aspects of communication
* Will work closely with executive director, senior staff, Board of Directors

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Creating calendar of donor events for an 18 month period, including direct mail campaigns, donor-related events, social media donor-related posts, etc
* Oversight of 6 to 10 direct mail campaigns a year
* Primary contact for major donors and some community stakeholders
* Oversight of file of grant and foundation gifts
* Will update donor management software (DonorPerfect) and provide reports and analysis as necessary
* Provide communication to the public via social media, website, press releases, radio, email and other means of communication
* Attend weekly meetings with the Senior Staff
* Attend quarterly meetings with the Board of Directors, when requested
* Attend regular, often daily, meetings with the Executive Director
* Provide stewardship of major donors through meetings and written communication
* Write and send notes of appreciation for donors

**QUALIFICATIONS:**Must have strong background in development and digital marketing. Must have experience in working with donors and in annual appeals. Must have excellent communications skills, written and spoken. Must be able to prioritize and manage their own time to accomplish objectives. Should have some background in event creation/management. Should be able to work with wide variety of people. Should be able to write, edit and publish communications without working under an editor.  
  
Five years of relevant experience in development, digital marketing and communications is a must. College degree is preferred. Extensive success in the field of development may be substituted for some aspects of education.

The candidate should have a working knowledge of the following:

* DonorPerfect
* Word, Excel and other business-standard software programs
* Creation and maintenance of Excel spreadsheets
* Development department budget creation and analysis
* Comfortable with creating and curating content as an administrator on relevant social media platforms
* Awareness of emerging digital marketing trends and tools
* Facility with using in-platform and external analytics to evaluate and modify campaign performance as needed
* Familiarity with CRM tools
* Basic graphic design and video production skills a plus

**MENTAL/PHYSICAL DEMANDS:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. In performing the duties of this job, the employee is occasionally exposed to fumes, airborne particles and zoonotic diseases. The environment is moderately loud and the worker may be exposed to animal bites and/or scratches.

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. An employee must frequently lift and/or move up to 50 pounds without assistance.

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. Duties, responsibilities or qualifications may change at any time, with or without notice.