



JOB TITLE: Director of Development & Public Relations

DEPARTMENT: Crittenton Development Department

SUMMARY: To oversee and direct donor cultivation, fundraising efforts of the agency and direct the promotion of the organization and its services to its constituencies.

REPORTS TO: The Director of Development & Public Relations reports directly to the CEO.

STATUS: Full-time, exempt

PAY RANGE: \$75,000 - \$90,000 annually

Who we are:

Now in our 120th year of service to the Charlotte community, Crittenton is a non-profit organization that provides maternal, family care and life skills services for girls and women who have experienced trauma. We provide our programs and services in a residential setting for pregnant adolescents and adults, teen mothers and their babies who are in the foster care system, and young women who are transitioning out of the foster care system. We're nationally accredited and guided by a trauma-informed model of care to make our clients feel safe, supported, and empowered. Our five core values that drive our service delivery are: Compassion, Hope, Accountability, Inclusion, and Respect.



Working here:

Crittenton employees, along with our community partners and volunteers play an integral part in our success. As a Crittenton employee, you will help to create positive outcomes and better tomorrows, guiding clients toward a better path and helping them stay on it.

The Director of Development and Public Relations will work with agency leadership and Board of Directors to help set the direction of our fundraising and marketing plans. The ideal candidate will have experience in planning, implementing, managing, and overseeing all fundraising activities, communication, marketing, and community relations. This position will craft innovative approaches to philanthropy to meet or exceed an annual fundraising goal of close to \$1M, and will help drive us to the finish line of our \$3.5M Capital Campaign goal.



Specific Duties and Responsibilities:

- Develop, implement, and direct an ongoing program of financial support for the operating fund and for the special needs of the organization by way of donor cultivation and personal solicitations, annual appeals, grant and foundation submissions, special events and other appropriate avenues for support.
- Serve as the staff lead on Board of Directors Development Committee, managing development efforts, meeting fundraising goals, and developing annual Fundraising Plan in coordination with the strategic plan.
- Assist the Capital Campaign committee, create proposals, solicit gifts, submit capital grants.
- Work with CEO to set budgeted fundraising goals.
- Develop realistic growth/fundraising goals. Produce development reports for CEO and Board
- Supervise Development Team staff.
- Coordinate special events and secure sponsorships with the Development Team.
- Develop and implement a planned giving program for the organization.
- Provide direction of agency donor database and records with Development Team and support services.
- Develop and implement an ongoing program of marketing and public relations activities, social media, media outlets.
- Coordinate efforts of fundraising team and participate in developing resources and making presentations to groups, corporations, the faith community, and potential supporters.
- Screen potential event and PR activities and coordinate work with Development Team.
- Maintain/update current agency website, brochures, materials, media presentations, etc.
- Oversee agency annual reports, special mailings, press releases and other appropriate written materials to promote the organization.
- Facilitate the development of the Board's role in fundraising.
- Train and encourage staff and volunteers to assist with PR and development activities.
- Represent the agency at community functions, networking professional relationships and contacts.
- Organize and facilitate tours and in-house events with the Development Team.
- Serve on selected board committees as may be assigned.
- Assumes other duties as may be assigned by the CEO.

Qualifications:

- Several years of proven, relevant fund development experience in the not-for-profit sector, preferably with a human services organization.
- Track record of success with making requests for financial contributions, achieving performance metrics, and proven ability to develop donor relationship skills.
- Understanding and expertise of the philanthropic landscape of the greater Charlotte community.
- Experience with planned giving is preferred, and a general understanding of it is required.
- Demonstrated skills to work with diverse teams and motivate others.
- Exemplary verbal and written communication skills, and professional public speaking skills.
- Successful budget management skills.
- Ability to commute to events and meetings in a variety of locations.
- Flexibility to work evenings or weekends when required.
- Passion for philanthropy, our mission, and the clients we serve.

**Education:**

Minimum of a Bachelor's Degree required; professional certifications are preferred.

Benefits:

Crittenton offers a competitive benefits package, including:

- Medical & Dental Insurance
- Company-paid Life & Accidental Death Insurance
- Company-paid Long Term Disability Insurance
- Flexible Spending & Dependent Care Account options
- Paid Time Off
- 401(k)
- Employee Assistance Program
- Supplementary Voluntary Benefits
- Complementary meals during working hours

How to apply:

Please send a cover letter, resume, and three professional references to alee@crittentonofnc.org. Your cover letter should include details of how your experience aligns with the responsibilities for this position, and a statement of why Crittenton is of interest to you.

Crittenton is dedicated to diversity in our staff and our work. An Equal Opportunity Employer, we are committed to inclusivity in our hiring practices and we encourage members of all groups and communities to apply for this position. We do not discriminate on the basis of race, color, religion, national origin, gender, gender identity, sexual orientation, age, disability, veteran status, or genetic information. It is our intention that all qualified applicants are given equal opportunity and that selection decisions are based on job-related factors.

