

**KEYSTONE OPPORTUNITY CENTER, INC**  
**Job Description**

**Director of Development and Communications**

**Position Summary:**

Reporting to and in partnership with the Executive Director, the Director of Development and Communications will provide leadership in all areas of development, communication and marketing to promote the mission and services of Keystone Opportunity Center to current and potential donors, funders and the community at large

**Development Responsibilities:**

1. Create and lead a strategic, well-positioned Development Plan to optimize organization-wide fund development
2. Manage the planning and implementation of fund development initiatives such as Direct Mail, Special Events, Planned Giving, Bequests, Corporate Requests, Major Gifts, Foundation Grants, Government Grants and Donor Recognition in order to secure financial support from individuals, foundations and corporations
3. Develop, maintain and grow relationships with donors, grantors and sponsors
4. Write and track proposals and reports for grants and corporate fundraising
5. Identify and respond to potential new funding sources
6. Manage the implementation of Donor Perfect and oversee data entry and gift processing
7. Manage planning and implementation of acknowledgements, including thank you correspondence and donor/sponsor recognition
8. Prepare and analyze donor management reports
9. Work with Operations Coordinator and staff to ensure that all funds raised are accounted for and deposited in a timely manner
10. Other duties as assigned by the Executive Director

**Communication Responsibilities:**

1. Create and lead strategic marketing and communications projects to promote the mission, programs and services of Keystone Opportunity Center with an emphasis on enhancing enrollment in the organization's programs, and financial support for the organization's work
2. Ensure consistency in all agency communications delivered agency-wide
3. Develop and strengthen brand awareness of the agency
4. Support staff in increasing participation in Keystone Opportunity Center programs
5. Manage agency communications tools including newsletters, press releases, brochures, annual reports, social media platforms and website
6. Solicit opportunities to present the mission and programs of Keystone Opportunity Center to service clubs, community organizations, faith based organizations, etc.
7. Other duties as assigned by the Executive Director

**Qualifications:**

- Must embrace the mission of Keystone Opportunity Center
- Strong interpersonal and writing skills
- Knowledge and experience in fund raising techniques, preferably including major gift fundraising
- Skills to work with and motivate staff, board members and other volunteers

- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening ability.
- A bachelor's degree.
- Certified Fund Raising Executive (CFRE) designation is an asset
- 3-5 years of experience in professional fundraising

### **Personal characteristics**

- Creativity/Innovation: Develop new and unique ways to improve the finances of the organization and to create new opportunities
- Self-Starter: Initiate donor visits, fundraising calls, sponsor pitches, press release follow-ups
- Organized: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities
- Ethical Behavior: Understand ethical behavior and business practices and ensure consistency with these standards and alignment with the values of the organization
- Relationship Builder: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization
- Donor-Focused: Anticipate, understand, and respond to the needs of donors to meet or exceed their expectations within the organizational parameters
- Analytical: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization
- Goal Oriented: Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results
- Problem Solver: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem

**Reports to:** Executive Director

**Hours:** This is a salaried, full-time position with occasional evenings and weekends to accommodate events and community networking

**Salary/Benefits:**

Competitive and commensurate with experience.

**Application**

E-mail resume and cover letter (combined into one PDF document) to Arlene Daily, [ExecutiveDirector@keystoneopp.org](mailto:ExecutiveDirector@keystoneopp.org) Applications reviewed as received. Open until filled.