



Girls Inc.
of Greater Indianapolis

Vice President of Fund Development and Public Relations

Position Description

Participate in the leadership team of the organization with specific responsibility for Fund Development and PR strategy and implementation. Success in this position is meeting or exceeding all fundraising goals and keeping Girls Inc front of mind with donors, program partners, parents, and the general public to strengthen our local brand.

Supervisor: President & Chief Executive Officer

Supervisees: Grants and Public Relations Manager, Donor Relations and Events Manager, and PR Intern

Exempt

Full-time

Seasonal

Non-Exempt

Part-time

Major Areas of Responsibilities

Development and Special Events

- Plan and implement all Development Department budgets to integrate with broader organization plans;
- Develop and implement a plan to cultivate and solicit individual donors to achieve fundraising goals;
- Cultivate and solicit corporate, foundation, government, and service group funders to achieve fundraising goals;
- Supervise the planning and implementation of the Touchstone Luncheon and other select fundraising events;
- Plan and supervise activities of all direct reports to ensure department goals are met.

Public & Media Relations

- Work with CEO and Marketing Task Force to develop and implement an annual calendar of public messages for all stakeholder segments, including use of both traditional and social media outlets;
- Supervise production of all promotional print pieces, including the Annual Report as required;
- Be proactive in all interactions with local media to advance the Girls Inc. message.

Specific Responsibilities of the Position

Fund Development and Special Events

- Engage in active donor calling and supervise traditional and e-mail donor campaigns to meet all fundraising goals;
- Supervise all aspects of the grant process, including research, proposal writing, and reporting;
- Oversee annual reporting to United Way and other fundraising partnerships;
- Supervise weekly and monthly revenue deposits, corresponding record keeping, and acknowledgement of donations;
- Supervise completeness and accuracy of fundraising database entries and plan for continuous improvement of the system;
- Ensure maintenance and continuous improvement of Development Department systems (grant timelines, summaries, files, etc.).
- Serve as staff liaison to the Board of Directors' Development Committee;

Inspiring all girls to be strong, smart, and boldSM

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Public & Media Relations

- Review and manage all marketing and media promotion related to special event execution.
- Coordinate content development and manage distribution of online and print media including website, newsletters, blog, social networking sites, and other electronic communications;
- Prepare pitches for girl stories related to current local and national news; engage organization and CEO in media coverage as opportunities arise;
- Supervise the periodic refreshing of position statements and talking points related to Girls Inc. programs;
- Oversee periodic updates of organization's public relations policies and online media kit;
- Oversee writing and distribution of press releases;
- Respond to media and public information requests;

Additional responsibilities

- Provide leadership by example for all full and part-time Development staff, volunteers, and interns;
- Work with other members of the management team to develop and achieve organizational strategic goals.
- Collaborate with Program and Volunteer staff to understand their objectives and integrate those objectives in Development strategies and functions;
- Participate in all Board meetings and other Board Committee and Task Force meetings as needed;
- Practice responsible stewardship of Girls Inc.'s resources and contribute to a sustainable financial future;
- Perform other duties as assigned by the CEO.

Required Knowledge, Skills & Abilities

- Has experience working successfully with diverse populations; is tactful, mature, and flexible;
- Has a reputation for high professional ethics and personal integrity;
- Has existing networks with for-profit companies, foundations, and high net worth individuals in the Indianapolis community;
- Has demonstrated ability to interact with donor prospects and volunteers to achieve organizational goals;
- Has demonstrated attention to detail and quality as well as an entrepreneurial approach to work projects;
- Has demonstrated ability to resolve conflict and problem solve for win-win solutions;
- Has knowledge of current issues and trends in Development and Nonprofit Management;
- Has demonstrated ability to manage multiple priorities and projects in a fast-paced environment.
- Communicates effectively both orally and in writing with the ability to adapt communication style and message to the needs of the audience.

Education & Experience

- Bachelor's degree required; Master's degree preferred;
- Minimum of 3 years successful non-profit management experience in fund development;
- Professional experience in preparing grant proposals and reports is required;
- Intermediate knowledge of technology equipment and applications is required;
- Experience with e-tapestry is preferred;
- Experience in media and public relations work is preferred.