

Posting: Chief Development Officer
HOPE Atlanta
Senior executive leader



The **Chief Development Officer (CDO)** at HOPE Atlanta serves as a member of the executive team and will play a critical role in leading the efforts of a growing Development team at Atlanta's oldest nonprofit organization dedicated to fighting homelessness.

With a new CEO in place and a five-year strategic plan launching in July, the organization has energetically taken on the goal to expand its fundraising capabilities so that its mission can create better outcomes for Atlantans in need. With a budget of nearly \$15 million, HOPE Atlanta has had a strong history of governmental funding (86%) but has been aggressively growing other sources of philanthropy (individuals, foundations, corporations). The Chief Development Officer will work closely with the CEO and Board of Directors and oversee a team of development professionals to develop and implement strategies to drive philanthropic revenue. She/he will bring the vision, drive, and creativity to reach ambitious fundraising goals with an eye toward both growing a base of loyal donors and engaging existing donors and supporters. He/she will be energized by developing new strategies, processes, and relationships. The CDO will be a strategic thinker, people-oriented, and possess a strong dedication to the mission of HOPE Atlanta.

RESPONSIBILITIES

- Reporting directly to the CEO, work with staff and Board of Directors to plan, design, create, implement and oversee an ambitious fund development strategic plan to build unrestricted and restricted funding, including cultivating, nurturing and developing donors, with specific and timely annual goals and objectives and tactics for achieving them.
- Manage and build the skills, knowledge, and abilities of a 6-person development team in areas including annual giving, major gifts, events, donor relations, corporate partnerships, foundation grants, marketing/communications, and volunteers.
- Manage a portfolio of donors and prospects that requires a systematic approach of personal visits and outreach.
- Identify, recruit and train Board members and other volunteers to participate in solicitations and other resource development activities.
- Provide staff support to Board, Advisory Council, and campaign committees as assigned.
- Ensure existing "Heroes for HOPE" gala continues its strong results, working with contractual and volunteer leaders to execute the agency's signature fundraising event.
- Manage the administration and solicitation of grants from private, corporate, and family foundations, from prospect research to submission of all non-governmental grant and funding proposals. Oversee and ensure timely and accurate reports to funders and monitoring agencies. Increase private grant submissions and awards. Review grant submissions and assist in writing of proposals when needed.
- Work closely with a contractual marketing firm to design and implement an organizational communications and marketing plan to ensure consistent, accurate, compelling and professional brand awareness messaging, marketing and public relations to and with HOPE Atlanta supporters and the community. This includes electronic communications and e-newsletters, social media, annual reports, marketing campaigns, website content, photo/story database, and honing of key messaging.
- Work closely with Director of Community Engagement to develop a robust volunteer engagement, management and stewardship program. Set up systems so that volunteers increase their engagement and financial support.

- Ensure moves management processes are in place to move donors toward monthly and major giving opportunities. Review and improve the organization's direct marketing and acquisition program, ensuring new and existing donors are deepening their involvement with and commitment to the organization.
- Oversee the donor database in Salesforce and improve procedures for data management. Ensure accurate, timely and appropriate recording of gifts and recognition of donors and funding entities.
- As a member of the senior leadership team, take an integral role in organization-wide strategic planning, budget planning, plan execution and reporting.
- Represent and speak on behalf of HOPE Atlanta in the community as appropriate and required.
- Demonstrate a passion for the importance and urgency of furthering HOPE Atlanta's mission.
- Perform other duties as assigned.

SKILLS and QUALIFICATIONS

- Minimum of a Bachelor's degree plus 10 or more years of work experience in a nonprofit organization demonstrating competency in development best practices, including fundraising, marketing, and volunteer management.
- Leadership, management, and supervisory experience required.
- Keen knowledge of fundraising best practices including development planning, annual giving, grant writing, foundation and corporate stewardship, and major gift cultivation and solicitation.
- Must have strong written and verbal communication skills. Experience conducting major gifts strategies preferred.
- Demonstrated ability to lead diverse agency functions, described above, to take the department to the next fundraising level.
- Must be detail-oriented and possess strong ethics.
- Proficiency with Microsoft Office programs required and experience with Salesforce (or comparable CRM software) preferred.
- Must be a team player with excellent customer service and interpersonal skills. Must be able to initiate tasks and projects; organize and set priorities; and coordinate multiple tasks with multiple priorities, many of which are time sensitive.
- Familiarity with services for individuals experiencing homelessness is a plus.

HOPE Atlanta is fully focused on equality and believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, national origin, gender identity, veteran status, and all the other fascinating characteristics that make us unique. HOPE Atlanta **is an Equal Employment Opportunity Employer**. This job description/posting in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.