

Director of Advancement
Council for Relationships

Position Overview

Founded in 1932, Council for Relationships is a nonprofit organization with the mission of helping people from all walks of life improve their important relationships by providing exemplary therapy, educating and training clinicians in the family systems approach, and advancing the behavioral health field through research. More than 60 therapists and 50 interns provide services at 10 offices and other community-based locations.

The Director of Advancement, a full-time position reporting to the CEO, manages all fundraising and communications activities for the organization, with the Marketing Coordinator reporting to her/him. The Director of Advancement plays a critical role in supporting Council's work of annually helping more than 5,000 people from throughout the Philadelphia region lead healthier and more productive lives.

Development Responsibilities

Annual Fund/Major Gifts/Endowment Campaign

- Draft, as needed, and manage editing of appeal letters, reply devices, and other annual fundraising materials; ensure segmenting, merging, and printing of letters for mailing
- Coordinate with staff, board members, and volunteers for letter personalization, donor follow-up, and stewardship
- Oversee development and management of e-appeals
- Draft, manage editing of, and submit major donor proposals and appeals
- Ensure accurate and efficient processing of donations
- Coordinate meetings with donors, prospects, and appropriate CFR Board and staff
- Manage timely donor cultivation and stewardship

Institutional Relations

- Draft, manage editing of, and submit all foundation, corporate, and government grant proposals and reports
- Prepare, follow, and regularly update proposal and report calendar
- Ensure all proposals and reports are edited, compiled, and submitted to meet deadlines
- Conduct institutional relations and stewardship, as appropriate

Special Events

- Plan/implement Council's annual fundraising event(s), ensuring all aspects are addressed
- Form and staff meetings of the fundraising event committee
- Oversee design and coordinate editing, printing, and mailing of fundraising event invitations and sponsorship opportunity materials
- Coordinate event venue, decorations, food and beverage plan, audio-visual arrangements, and other logistics
- Staff and coordinate volunteers to execute the event(s)
- Assist with other Council special events as needed

Development Operations

- Draft, follow, and revise as needed the organization's development plan
- With the CEO, set annual fundraising goals
- Report regularly to the CEO on fundraising progress and to the board as directed

- Maintain the donor database, hard copy, and electronic files to ensure data accuracy and quality of donor communications
- Monitor and revise all development systems, policies, procedures, and materials in order to optimize fundraising success
- Serve on the Management Committee

Communications Responsibilities

- Oversee creation and implementation of a comprehensive marketing, communications, and public relations strategy that will expand CFR's brand recognition and increase exposure to potential clients and supporters
- Provide for articulation of CFR's desired image and position and assure consistent communication of image to all constituencies, both internal and external
- Ensure performance of all marketing activities are tracked and measured and adjusted for based on outcomes
- Oversee design of all print and electronic materials: annual report, brochures, posters, flyers, newsletter, blog, website, etc.; ensure needed branded materials are ordered
- Assist clinicians in marketing their services to clients, including planning various trainings, ensuring the design and ordering of needed materials, and other activities
- Assume responsibility for editorial direction, in consultation with the CEO and with input from clinical leadership, and ensure consistent messaging across all platforms, including social media
- Ensure that CFR regularly conducts relevant market research, coordinating and overseeing this activity and monitoring trends
- Oversee outreach to the media and ensure that appropriate relationships are developed

Other Responsibilities

Planning and Budgeting

- Assume responsibility for the achievement of development and communications goals and financial objectives, ensuring that evaluation systems are in place related to these goals and objectives, and reporting progress to the CEO
- Develop short- and long-term plans and budgets for development and communications
- Develop, implement, and monitor systems and procedures necessary to the smooth operation of the development and communications functions
- Keep informed of developments in the fields of development, marketing, communications, public relations, not-for-profit management and governance, and mental health, as possible

Board and Other Meeting Support

- Help coordinate board-related communications, activities, and meetings
- Support board committees as assigned
- Ensure that All-Staff and Management Committee notes are taken, documented, and distributed

Additional duties as assigned

As of August 21, 2018