



<b>Job Title:</b>	Director of Development
<b>Position Type:</b>	Full time, Exempt
<b>Compensation:</b>	\$65,000 - \$82,000
<b>Date:</b>	11/28/2022

**Organization Description:** The National Alliance on Mental Illness of Massachusetts (NAMI Mass) is a statewide, nonprofit grassroots education, support, and advocacy organization dedicated to improving the lives of people diagnosed with mental health conditions and their families. Founded in 1982, NAMI Massachusetts is the state's voice on mental health conditions.

**Position Summary:** This position holds overall responsibility for developing plans and strategies to generate an annual revenue target for the NAMI Walk and the Annual Fund Campaign as part of the focus on growing annual recurring revenue by \$500,000 by March 31, 2025. This position reports to the Executive Director.

**NAMI Massachusetts is committed to building a diverse workforce and welcomes people of all cultures, races, identities, and experiences.**

### **Job Duties and Responsibilities:**

#### **Fundraising**

- Coordinates the annual Walk, including retention of veteran teams, recruitment of new teams, setting goals with 17 affiliates, coordination with NAMI National Walk event management staff. Produce day-of Walk event logistics and all communications and social media.
- Coordinates Annual Fund Campaign, a four-month campaign, utilizing multiple channels (social media, email, phone, direct mail solicitations) to achieve fundraising target.
- Creates annual (The Annual Fund) and monthly fundraising/Development plans consistent with NAMI operating budget and multi-year strategic plan.
- Manages all one-to-many donor fundraising programs, such as e-mail, direct mail, social media, and annual Walk in order to generate the annual revenue target.
- Identifies high potential donors to fill the Major Gifts Officer prospect funnel by working with Donor Relations Coordinator to rate and rank NAMI Walk donors to hand off to MGO.
- Creates and maintains annual plan and Development Department calendar to ensure coordination with Major Gifts Officer and other NAMI staff.
- Devises strategies for NAMI affiliate teams and coordinates data accuracy and integrity of team results with Donor Relations Coordinator.
- Coordinates monthly donor giving programs, including strategy, tracking, and deployment.
- Coordinates outsourced Grant Writer in securing documents for grants as needed.

- Ensures compliance with municipal ordinances, permits, and safety requirements for Walk.

### **Facilitation/Management of Development Team**

- Supervises Donor Relations Coordinator and Walk Intern.
- Closely collaborates with Major Gifts Officer to ensure integrated fund development strategy.
- Works with Finance and Development staff to create and manage revenue and expense budgets for contributed revenue.
- Facilitates weekly Development team meetings, including Executive Director and other NAMI leaders as required.
- Creates and tracks metrics and reports on Development activity and results and regularly shares progress with Executive Director.
- Ensures financial reconciliation with CFO, within 30 days of end-of-month close.
- Other tasks as assigned by Executive Director.

### **Qualifications:**

#### **Required Education and Experience**

- Bachelor's degree in marketing, communications, or a related field; Master's degree preferred
- At least five years of experience in development, including major event management, in a mission driven organization
- At least three years of supervisory experience
- Professional or personal experience in navigating the mental health system
- Experience navigating the mental health system for yourself, a friend or family member is preferred

#### **Competencies**

- Demonstrates high social emotional intelligence and is able to understand self, understand others and adapt and connect in the workplace
- Cultivates positivity and professionalism in the workplace and is able to maintain appropriate professional boundaries
- Effective at navigating conflict and able to receive and give constructive feedback
- Works from a growth mindset
- Self-reflective and able to identify your own strengths and areas for growth, and expand your range and capacity through mentorship and other learning opportunities

#### **Skills**

- Excellent organizational, time management, and project management skills
- Excellent verbal and written communication skills, with demonstrated public speaking skills
- Effective meeting facilitation skills
- Ability to work with people from different backgrounds and experiences
- Self-motivated and directed, able to work both independently and interdependently
- Ability to manage and prioritize multiple tasks in an organized manner
- Strong analytical and problem-solving skills; attention to detail
- Keen attention to detail in all aspects of work
- Results driven and able to hold self and others accountable for results

- Deep commitment to diversity, equity and inclusion and conscious of how your own culture, race and identity is located in and may impact this work
- Proficiency in Microsoft Office tools and donor CRM systems, preferably DonorDrive and DonorPerfect

**Physical Requirements and Working Conditions:**

- Working conditions are normal for an office environment. Must be able to operate computer for most of workday with appropriate rest periods.
- A valid driver's license, good driving record, and reliable vehicle Great interpersonal interaction

**NAMI Mass does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.**

**Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.**