

Via of the Lehigh Valley, Inc.

Job Description

Job Title:	Director of Development & Communications	Date:	July 2023
Department:	Administration	Location:	Spruce Street
Reports To:	Chief Executive Officer (CEO) & President	FLSA Status:	Exempt

About the Job

The Director of Development and Communications leads the agency's fundraising, internal and external communications, and marketing initiatives for Via of the Lehigh Valley, Inc. and Via Foundation, Inc. This position is responsible for identifying and securing financial grantor, corporate, and individual gifts; planning and implementing a long-term sustainable funding strategy for the organization; building and maintaining relationships with community members and government officials; and creating and executing a comprehensive internal and external communications and marketing plan to strengthen the agency's role in the community. The position also provides support to the Via Foundation, Inc. in carrying out its oversight responsibilities. The Director of Development and Communications is a member of the Leadership Team that manages the agency and includes the CEO, Chief Financial Officer, Vice President of Services, and Director of Human Resources. This position is an integral part of Via's commitment to ensure people with disabilities reach their full potential.

Direct Reports

- Communications Manager

Job Functions

Development & Fundraising

- 1) Design and implement a comprehensive development program focused on all phases of fundraising, including private and government grants, appeals, corporate and foundation giving, and major gifts.
- 2) Plan, develop, and implement a comprehensive donor engagement program that includes acknowledgements, donor recognition, and stewardship to retain and increase philanthropic giving.
- 3) Build and foster long-term working relationships with members of the business community, government officials, and other organizations within the private and corporate gifting community.
- 4) Manage and ensure the integrity and accuracy of the donor database, DonorPerfect.
- 5) Write compelling grant proposals and comply with all grant reporting requirements in a timely manner.
- 6) Research additional opportunities for giving to find new grantors and donors.
- 7) Work collaboratively with staff members to identify gaps in funding for services and projects.
- 8) Manage PA Educational Improvement Tax Credit Program (EITC) donations and acknowledgements.

Communications, Employee, Community, and Government Relations

- 1) Acquire an in-depth knowledge of the agency's services and community presence to ensure full understanding and accurate representation when communicating to funders, the public, and media.
- 2) Develop and implement a media relations program designed to manage external communication efforts and support the organization's mission, vision, goals, and objectives.
- 3) Organize and coordinate all media-related events, press releases, and press interviews.
- 4) Supervise the Communications Manager.
- 5) Oversee all agency collateral pieces for internal and external communication including website, imaging and brochures, email, social media, newsletters, advertising, annual report, video, flyers, promotional pieces, and more.
- 6) Oversee development and maintenance of Via's website.
- 7) Oversee preparation, distribution, and maintenance of meeting materials, corporate files, and records for Via Boards of Directors. Has ultimate responsibility for ensuring the timely recording and accuracy of Via Boards of Directors' meeting minutes for Via of the Lehigh Valley and Via Foundation.

- 8) Work with the Board Development Committee to strengthen Board relationships and recruit new Board members as needed. Oversee preparation of recruitment and orientation materials for prospective board members.
- 9) Prepare and deliver development and communication reports for Boards of Directors.
- 10) Represent Via at events outside the agency to increase community support and build collaborative relationships.
- 11) Serve as editor and proofreader for internal and external communications as needed.
- 12) Build collaborative relationships with Via staff, participants, and families/caregivers.
- 13) Work with Human Resources Department on Agency initiatives focused on employee appreciation and retention.

General

1. Teach and exhibit professional behavior and promote a positive work environment through the supervision of staff.
2. Adhere to all company policies, procedures, and practices.
3. As required by the PA Office of Development Programs, complete annual training of 12 hours per year.
4. Conduct performance evaluations for employees who directly report to this position.
5. Perform other job-related duties and special projects as may be assigned.

The above responsibilities represent the major tasks assigned to incumbents in this job title. They are not intended to be an exhaustive list of all tasks. On occasion, incumbents may perform other related tasks.

Working Conditions and Physical Demands

Work in a typical office environment. Standing, sitting, walking, and typing required daily. Traveling in the community is also required. Must be flexible and able to adapt to a variety of work environments.

Qualifications and Requirements

1. Bachelor's degree in a related field is required. Master's Degree is a plus.
2. A Minimum of ten (10) years of increasingly responsible and successful experience managing and implementing a comprehensive fund development program and producing charitable contributions is required.
3. Passionate and committed to Via's mission to help people with disabilities reach their full potential and excited about championing this mission in the community.
4. Comprehensive skills and experience are required including, but not limited to, short- and long-term planning, evaluation, directing and motivating staff, marketing and financial management, values clarification, organizational behavior and development, and governance.
5. Excellent oral and written communication skills are required.
6. Ability to work under pressure and manage multiple tasks, with flexibility to meet changing needs and priorities as they occur and be a team player.
7. Excellent problem-solving skills and organizational skills and demonstrate initiative and attention to detail.
8. Excellent knowledge and experience using computers and related software including Microsoft Office and donor databases.
9. Must adhere to the highest ethical standards in management, governance, and fund development.

Commitment to Diversity, Equity, and Inclusion

Via of the Lehigh Valley is committed to maintaining an inclusive workforce, where employees are hired, retained, compensated, and promoted based on their contributions to our mission, free from discrimination, prejudice, and bias. We are committed to diversity, equity, and inclusion throughout our organization. Candidates are considered for employment without regard to race, ethnicity, color, religion, gender identity or expression, sex, sexual orientation, national origin or ancestry, genetic information, age, disability, marital, or familial status, veteran or military status, or any other status protected by applicable law.

About Via

Established in 1952, Via of the Lehigh Valley (Via), is a 501(c)(3) nonprofit human services provider headquartered in Bethlehem, PA serving children and adults with disabilities in Lehigh, Northampton, Carbon, Monroe, Bucks and Berks counties.

Diversity, equity, and inclusion are at the core of who we are. Via helps adults find and sustain employment within multiple industries and service sectors. Early Intervention therapists offer physical, occupational and speech therapy to children to advance competencies and reach developmental milestones. Programs for young adults focus on networking with peers and gaining vocational skills in preparation for life after graduation. Via helps individuals of all ages gain life skills, develop friendships, and learn how to take advantage of all the community has to offer. In addition to providing a variety of high-quality programs, Via also advocates for inclusion and equal access to community activities.

Employee Signature

Date

Salary Range: \$80,000 - \$90,000

Applicants can apply directly through our career's page:

<https://recruiting.paylocity.com/Recruiting/Jobs/Details/1781987>