

Development Director Job Description

Position Title: Development Director

FLSA Status: Full-Time

Core Program Competencies: Economic Development, Community Development, Education

Supervisor's Title: Executive Director

Location: Buffalo, NY

Organization Mission: WEDI empowers economically disadvantaged people in Buffalo, with a primary focus on the West Side community.

Websites: www.wedibuffalo.org, www.westsidebazaar.com

Programs Overview:

WEDI fulfills its mission and vision through three core competencies.

- *Community Development: Entrepreneurs create focused, market-driven, and sustainable destinations that bring people together to create strong, diverse neighborhoods.* WEDI hosts up to 21 businesses in its retail and commercial kitchen space, the West Side Bazaar, and has successfully graduated over 15 small-business owners who grew shops at this incubator.
- *Economic Development: Low-income individuals and families attain sustainable incomes through business creation and expansion.* Since 2012, WEDI has served over 900 clients in business training and technical assistance, disbursed over 100 microloans totaling over \$650K, and empowered over 150 businesses to start or expand. Since 2015, WEDI's clients have created and retained over 150 jobs. Ninety percent (90%) of WEDI-financed businesses are still in operation following 8 years of lending, and the organization's loan portfolio has a 97% repayment success rate.
- *Education: English-language learners acquire comprehension and fluency to attain parity with native English-speaking peers, which in turn promotes high graduation rates, family health, and a strong community.* The ENERGY Literacy for Children and FLY after-school programs serve over 60 English-language learners from Buffalo's West Side who are in grades 1-6 and 7-8, respectively. ENERGY's data showed that over 93% of students improved their reading ability in the 2016-2017 school year, with some improving by over one grade level, as evidenced by reading assessments. The program maintained an average ratio of one volunteer mentor per student. FLY implements project-based learning that has helped to increase grade-point averages for over 80% of its students.

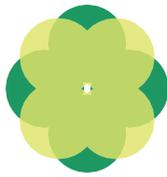
Position Summary

WEDI's Development Director is responsible for coordinating all fundraising and donor relations activities, including proposals for grants and contracts, and ensuring consistent messaging and branding. The Director is responsible for comprehensive strategic planning, project implementation, management of multiple staffers, and oversight of fundraising activity. The Development Director will manage day-to-day fundraising operations, including research and prospect identification, enhancement of cultivation and engagement infrastructure, solicitation strategies, donor stewardship, database management, communications and outreach activities, and development-related volunteer relations. WEDI expects the Development Director to scale WEDI's rapidly growing fundraising base, taking advantage of the organization's unique assets. These include its experience in supporting and nurturing diverse communities throughout Buffalo, ability to generate impactful programmatic outcomes, growing demand for its services, and high visibility through local business owners, the West Side Bazaar, and its after-school programs.

Key Responsibilities

- Development – advise the Executive Director, Board of Directors, and Leadership Team on fundraising strategy, planning, and implementation; coordinate fundraising campaigns; research and identify sources for funding, including individuals, corporations, foundations, governmental entities, earned revenue, and events; ensure adequate grant proposals and fundraising activities to meet and exceed annual budget requirements
- Strategy development, planning, and reporting—lead WEDI's strategic planning for fund development to meet established goals; develop and implement budgets for fund development; maintain accountability for expenditures

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- Relationship management – develop and reestablish relationships with current, former, and prospective supporters and community partners; build partnerships within the philanthropic community
- Writing and reviewing – oversee drafting of proposals for grants and contracts and case statements for capital campaigns; in important cases, draft significant proposals and speeches that the Executive Director or Board Members may deliver
- Marketing – create and maintain a messaging and branding strategy; coordinate marketing efforts to support programs, ensuring seamless messaging to all stakeholders; ensure that all public-facing messaging consistently demonstrates the organization's voice, capability, and potential and monitor WEDI's digital and communications output in order to match the Development strategy
- Management – supervise up to four staffers who support Development activities, including grant writing, events, volunteers, marketing, research, and data reporting, analysis, evaluation, and monitoring
- Events – manage the implementation of WEDI's annual appeals and fundraisers, including Winterfest and Resurgence
- Effectively utilize WEDI's data and donor management systems
- In coordination with the Executive Director and Development Chair, lead the Development Committee and Winterfest Task Force, recruiting appropriate volunteers as necessary

Required Qualifications

- Demonstration of the skills and/or a bachelor's degree or equivalent, preferably with an emphasis on business or public administration, management and coordination, public policy and analysis, and/or marketing and communication
- Ability to demonstrate successful fundraising and development leadership, skills, and capabilities
- Excellent critical thinking, interpersonal, and analytical skills
- Proven strength and breadth in oral and written communication skills
- Ability to comprehend and interpret impact data for effective communication to funders
- Ability to complete tasks quickly and on schedule, manage multiple projects with clear deadlines, and prioritize and delegate tasks proactively and wisely
- Competence and efficiency in technological usage: software and hardware, including Google applications, MS Office, CRMs, database systems, and internet applications
- Passion for empowerment programming that serves diverse low-income communities
- Priority skills (from most to least important): organizational and coordinating, relational and clear in communication, persuasive and logical written and oral communication, strategic thinking and development
- Demonstrated problem-solving skills; high accuracy in work and attention to detail

Preferred Qualifications

- Master's degree or equivalent, preferably with an emphasis on business or public administration, management and coordination, public policy and analysis, and/or marketing and communication
- Minimum of 5 years of successful fundraising and development experience
- Experience working in a non-profit, mission-driven organization or a for-profit, contract-based company that seeks proposals or bids for funding
- Knowledge of and experience in the Western New York, state, and/or national philanthropic communities
- Progressive accomplishments in philanthropic giving such as major gift requests, grant and proposal submission, fundraising campaign development, capitalization strategies, event planning and oversight, and related activities
- Certified Fund Raising Executive (CFRE)

Compensation will be commensurate with education and experience. WEDI includes health insurance with a full-time position. Please send a resume, cover letter, and salary requirements to ben@wedibuffalo.org.