



GIRL SCOUTS OF SOUTHERN ALABAMA JOB DESCRIPTION

Position Title: Director of Advancement

Reports to: CEO

Position Summary:

The Director of Advancement is responsible for the advancement of the council through resource development. The Director of Advancement is accountable for creating and executing fund development strategies to meet the council's financial goals and objectives. This is a key position in the leadership of the council. The Director of Advancement provides professional expertise and direction in fund raising to the staff of the council to assure girls have an opportunity to participate in Girl Scouts. The Director of Advancement also provides staff support to the fund development board chair committee and sub-committees in developing and implementing resource development plans.

She/he is responsible for managing the council's fund development unit, coordinating fundraising campaigns, identifying potential sources for funds (e.g. individual donors, corporations, annual giving, capital campaign, planned giving; coordinates with COO and Director of Strategic Planning & Research on United Ways).

The Director of Advancement researches, develops, and produces funding proposals (grant writing) to potential donors. She/he continually works to diversify income sources and plan for growth of operational and budget needs.

In addition, the Director of Advancement assesses fund development human resources staffing needs and costs for budget allocation each fiscal year and contributes to the formulation of council fund development goals during the corporate planning process.

The Director of Advancement works in close cooperation with the CEO to cultivate potential benefactors in all geographic areas of the council. The goal is to provide significant financial support to supplement the council's other income sources.

Major Accountabilities:

1. Provides strategic leadership to the fund development for the council
2. Works in close collaboration with CEO and COO to assure GSSA has a presence in the many geographic communities the council serves, especially as relates to acquisition of local resources for local programs
3. Provides professional management, expertise and direction to advancement team staff, board of directors and fund development committee in developing and implementing fund development plans
4. Makes frequent fund development calls to benefactors

5. Shapes a variety of fund development strategies and assures their execution and success, including:
 - shapes and implements annual giving program
 - works with long-time benefactors to develop relationships with the council
 - creates special events in the geographic area which build council reputation and provide funds
 - seeks opportunities for funding with corporations, foundations, governmental agencies
 - assures grant opportunities are pursued and applied for
6. Develops and implements tactical budget planning for fund development to maintain allocated expenditures
7. Establishes and maintains an effective, integrated fund development data management system to maintain accurate donor acknowledgement and funding sources
8. Works closely with Director of Public Relations and Marketing to develop and create a positive Girl Scout image to cultivate prospective donors, maintain web-based fundraising activities
9. Develops and maintains the council's fundraising policies and procedures with approval from the board of directors and fund development committee
10. Supervises the advancement team staff
11. Assists with implementation of all council goals and other duties, as assigned

Collaborates With:

1. CEO
2. COO
3. CFO
4. Director of Membership & Product Sales
5. Associate Director of Membership for Outreach
6. Director of Strategic Planning and Research
7. Director of Public Relations & Marketing

Position Requirements:

- Bachelor's degree in related field plus at least 5 years of proven effectiveness and experience in acquisition of funds; master's degree preferred
- CFRE preferred
- Be a registered member of the Girl Scouts of the USA
- Ability to articulate special and unique messages of GSSA
- Excellent written and verbal communication skills
- Experience in working with volunteers
- Ability to analyze situations accurately and to adopt an effective course of action
- Ability to establish and maintain effective relationships with individuals, organizations, and agencies
- Ability to establish and maintain effective interdepartmental relationships
- Computer proficiency in software relevant to position
- Ability to handle several tasks concurrently with minimal supervision
- Must possess valid driver's license, insurance, and available vehicle for work at all times
- Able to travel throughout jurisdiction and willingness to work evenings and weekends
- Must be a team player with a positive attitude and professional appearance

Employee Role in Volunteer and Girl Efforts:

Each employee's actions and behaviors is a role model. All interactions with constituents, including colleagues, should reflect the mission and values of the Girl Scouts of the USA, and Girl Scouts of Southern Alabama.

Employee Role in Development Efforts:

Each employee is expected to take an active role in development by being alert to opportunities to identify potential donors and providing contact information to the Director of Advancement. On occasion, employees may be asked to participate in site visits and/or follow up calls with the contacts.

Employee Role in Pluralism Efforts:

Each employee is responsible for promoting and contributing toward GSSA's goal of institutionalizing pluralism by initiating and participating in activities and functions that enhance organizational diversity.

Employee Role in Affirmative Action Efforts:

Each employee is responsible for contributing toward GSSA's affirmative action plan by ensuring and promoting nondiscrimination in every aspect of Girl Scouting.

Physical Requirements:

- Walking, standing, bending, stooping, reaching and moderate lifting (less than 30 pounds)
- Occasional exposure to seasonal weather conditions.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

FLSA Classification: Exempt, full time

EMB

(July 29, 2010)