

WESTERN TIDEWATER FREE CLINIC (WTFC)
JOB DESCRIPTION AND PERFORMANCE STANDARDS

POSITION TITLE: Director of Development **DEPARTMENT:** Administration

RESPONSIBLE TO: Executive Director **DATE:** 12/21/2011

STATUS: Exempt with benefits; Full time **REVISED:** 6/9/2025

POSITION SUMMARY:

The Director of Development (DD) is responsible for the development and oversight of activities to secure funds and generate resources for WTFC. The DD will create fundraising strategies to increase WTFC's support from individuals, corporations, foundations, and other sources to support the Clinic's mission.

This position reports to the Executive Director (ED) and is a key part of the leadership team, working closely with the Board, Board Committees, Clinic Directors, Outreach Manager, staff, volunteers, patients, and other stakeholders to steward current donors and to identify, cultivate, and solicit new donors. The DD is responsible for the preparation and execution of the Clinic's comprehensive annual development plan.

The DD will ensure that all organizational fundraising activities are carried out with established ethical standards and in compliance with local, state, federal, and non-profit regulations, guidelines, and laws.

Performance goals will be established with monthly reviews of progress and an annual review of overall performance.

ESSENTIAL DUTIES:

- Actively participate in the fiscal year budget planning in collaboration with the ED, other Clinic Directors, Finance Manager, and Finance Committee to be approved by the Board.
- Prepare an annual development plan with dollar goals per funding stream in collaboration with the ED, Finance Committee, and Development and Communications Committee to meet the approved annual budget.
- Prepare annual major donor-specific goal and outcome tool for Development and Communications Committee Chair to present to the Board for approval.
- Regularly report on and evaluate fundraising goals and metrics progress in a dashboard format to the Board, the ED, and the Development and Communications Committee.
- Lead fundraising efforts, with a primary focus on increasing major gifts by individuals and businesses.
- Oversee the Clinic's annual fund strategy, which includes designing and overseeing strategy and execution for appeals, donor segmentation and tracking results.
- Ensure that all organizational fundraising activities are carried out with established ethical standards and in compliance with local, state, federal, and non-profit regulations, guidelines, and laws
- Oversee all special events.
- Assist ED and staff with grant sourcing and writing proposals to secure funding.

- Serve as a member of the Clinic senior leadership team which collaborates to ensure coordinated operations, logistics, and oversight across all departments of the Clinic.
- As a Director, collaborate with ED and other Directors for senior-level decision-making and strategy to ensure mission-alignment and high-quality patient care through all Clinic services and activities.
- As a Director, collaborate with ED and other Directors for organizational chart review, compensation decision-making as it relates to budgeting, and analysis of staff needs and skill/expertise utilization.
- As a Director, collaborate with ED and other Directors and Managers to review, write, and edit WTFC policies and procedures as needed.
- Plan, participate in, and help execute Clinic strategic planning activities.
- Serve as the Clinic's representative for public presentations to civic-faith based and other organizations, at community events and fairs and at other public speaking engagement opportunities for donor, volunteer, and patient recruitment.
- Serve as one of the Clinic's primary spokespersons for media and press contacts.
- Oversee all Clinic publications in their creation, printing, and distribution.
- Supervise and guide the Outreach Manager in managing Clinic communications including letters, newsletters and annual reports; social media posts; website management; speaking opportunities; board relations and communications; and other assigned duties.
- Supervise the Outreach Manager in the management of the donor database (Bloomerang) and the preparation of statistical reports. Have working knowledge of the donor database (Bloomerang) to back up the Outreach Manager.
- Supervise the Outreach Manager regarding communications and outreach to volunteers, potential volunteers, and public relations of our volunteer opportunities including seeking recognition and awards for our volunteers, and other assigned duties.
- Supervise the Outreach Manager in the management of the volunteer database (Volgistics) and the preparation of statistical reports. Have working knowledge of Volgistics to back up the Outreach Manager.
- Support development of endowment fund, planned giving, and other donor options as directed by the Board and ED.
- Support special projects and initiatives as needed.
- Flexibility of hours is needed as evening and weekend duties may be required.
- Other duties as assigned by the ED.

RESIGNATION: Four weeks' notice is requested for voluntary resignation.

JOB SPECIFICATIONS

EDUCATION: Bachelor's degree.

EXPERIENCE/EXPERTISE:

- Prior experience in fundraising, development and/or marketing, preferably in a non-profit agency with a minimum of five years progressive experience.
- Proven fund development experience, especially in securing and maintaining major gifts.
- Ability to communicate effectively with internal and external stakeholders at various levels of WTFC, current and potential donors/funders, corporations, community leaders, media representatives, and municipalities.
- Requires excellent presentation skills for groups of various sizes and for varied audiences.

- Requires the ability to develop PowerPoint presentations, produce written materials, and generate Excel spreadsheets for reporting.
- Experience working with the public and the ability to speak publicly about WTFC's mission, services, and needs.
- Position requires strong attention to detail, organizational, managerial, and leadership skills to work with a small staff, many volunteers, and members of the Board, committee members, and all other community stakeholders.
- Requires strong time management skills, with a proven system, and the ability to handle multiple assignments and duties.

INTERPERSONAL SKILLS:

The ability to work with a team, to be organized and to communicate in a pleasant and competent style is required. Excellent written and verbal skills required. Must be self-reliant and able to work independently and with initiative, with minimal clerical support. Must be able to work with a variety of volunteers.

JOB RELATIONSHIPS:

Works under the direct supervision of the Executive Director and in collaboration with the Medical Director, Dental Director, Director of Operations and Human Resources, and other directors and managers; works collaboratively with the Outreach Manager and works at-large with all Clinic staff to advance the mission, work, and funding for the Clinic.

Works closely with Board members and Board Committee Chairs regarding fund development, strategic planning, communications, and public relations.

Supervises the Outreach Manager, including the establishment of goals and objectives for that position, and the performance evaluation of that individual.

PHYSICAL REQUIREMENTS:

- This position requires the ability to sit at a desk for extended periods of time.
- This position requires the ability to lift items 20 pounds or less on occasion.