

# CAREERS



**Big Brothers Big Sisters**  
OF CENTRAL ARKANSAS

**Job Title:** Director of Development and Marketing  
**Department:** Programs  
**Supervises:** 1  
**Reports to:** Chief Executive Officer  
**FLSA Status:** Full-time, Non-Exempt **Last Reviewed:** October 7, 2021

## OUR MISSION:

The Big Brothers Big Sisters of Central Arkansas (BBBSA) mission is to provide children facing adversity with strong and enduring, professionally supported, one-to-one relationships that change their lives for the better, forever.

Each employee in Big Brothers Big Sisters of Central Arkansas helps to extend the mission of the agency in particular ways as outlined in the position description.

## JOB SUMMARY:

The Director works closely with The Chief Executive Director and the Board of Directors in all development and fund-raising endeavors. The Director of Development will plan and implement a development and fundraising program to provide for the short- and long-term needs of the organization. Their duties include planning fundraising events, interacting with former donors to encourage ongoing contributions and seeking out opportunities for financial support through grants and sponsorships.

## SUPERVISORY RESPONSIBILITIES:

- Oversees the financial development office and staff.
- Assigns, plans, and oversees the work of departmental staff.
- Conducts performance evaluations that are timely and constructive.

## DUTIES/RESPONSIBILITIES:

- Works with the CEO to determine the mission, purpose, and priorities of the organization.
- In collaboration with national marketing efforts oversee the implementation of localized marketing strategies and tactics to BBBSA Little Rock's overall brand awareness and ability to recruit 18 to-40-year-olds to serve as volunteer mentors.
- The Development Director will be responsible for ensuring the site meets or exceeds its private revenue budget of approximately \$500,000 of its \$1.2 million operating budget
- Sets annual monetary goals and budgets according to short- and long-term goals.
- Establishes fundraising objectives for the organization, setting one year, five year, and longer-term goals.
- Maintains a list of potential financial donors including corporations, foundations, and individuals.
- Produces relevant and informative fundraising literature for distribution to previous donors and the public.
- Researches potential sources of, and applies for, grants and public funding.
- Oversees the fundraising process and maintains records of receipts and disbursements of funds.
- Plans fundraising events that effectively communicate the purposes of the organization.
- Performs other related duties as assigned.
- Meet prospective donors and supporters on a continual basis to establish effective communications with them.
- Grow a major gifts program including identification, cultivation and solicitation of major donors.
- Oversee grant seeking including research, proposal writing, and reporting requirements.
- Build the planned giving program with a focus on deferred gifts such as bequest expectancies.
- Direct the annual fund program, including mailings and annual fundraising drives.
- Direct capital campaigns and other major fundraising drives.
- Coordinate fund raising special events.

## REQUIRED SKILLS/ABILITIES

- Extensive knowledge of fundraising strategies and principles.
- Excellent management and supervisory skills.

- Excellent written and verbal communication skills.
- Excellent interpersonal skills.
- Knowledge of tax planning principles and techniques that favor charitable giving.
- Proficient in Microsoft Office Suite or similar software.

#### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in Finance, Accounting, or similar field required.
- Five years of experience in fundraising for a nonprofit organization highly preferred

#### **PHYSICAL REQUIREMENTS:**

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

#### **SALARY AND BENEFITS**

Competitive/commensurate (65,000 to 80,000)with experience and other qualifications.  
*Contents may be subject to change to meet the needs of the organization.*

#### **BENEFITS**

Full time employees will be eligible for all benefits including vacation and sick days and organization holidays. You may participate in all benefit programs that Big Brothers Big Sisters establishes and makes available to eligible employees, under (and subject to all provisions of) the plan documents that govern those programs. Currently, Big Brothers Big Sisters offers medical, dental and vision, life, accidental death and dismemberment and disability coverage, other retirement plan benefits.