POSITION: Associate Director of Development

STATUS: New full time position, exempt

EFFECTIVE DATE: Immediately

REPORTS TO: Chief Development Officer

DATE: November 16, 2016

About Ronald McDonald House of San Francisco

Ronald McDonald House of San Francisco, Inc. provides a safe haven for critically ill children and their families.

Since we opened our doors in 1989, Ronald McDonald House of San Francisco has provided lodging, warm meals, transportation to and from the hospital and the basic necessities to create a home-away-from-home, at absolutely no cost to these families. Our *Comprehensive Care Program* provides lodging to 1,000 families a year who stay at either our Scott Street House across from UCSF Medical Center at Mt. Zion or our House located inside UCSF Benioff Children's Hospital at Mission Bay. We serve families for as long as they need us. While the average stay for a family is 5-10 nights, some families stay much longer. Our *Child's Bedside Program* and our other in-hospital programs serve more than 32,000 family members a year and bring beverages, supplies, and a listening ear to families. In the evening, a hot and delicious dinner is prepared and served by a dedicated group of volunteers for families visiting their children.

Given the increasing level of world-class pediatric subspecialty services provided at San Francisco hospitals treating children for cancer, brain trauma, transplants, and life threatening diseases our services are in demand now more than ever.

An Overview

The *Associate Director of Development* is a new position being created to invigorate, manage and grow our annual giving program. Under the direction of the *Chief Development Director*, the *Associate Director of Development* will oversee the development of a multi-channel, relationship-oriented annual giving program focused on cultivating, soliciting, retaining, acknowledging current and new individual, foundation and corporate donors.

Primary Responsibilities
- Manage, supervise and direct the work of the *Development Associate* and *Manager of Marketing and PR*
- Create, manage and implement an annual giving plan for the cultivation, solicitation and stewardship of individual, private foundation and corporate donors and prospects
- Create and execute highly segmented fundraising campaigns and appeals across multiple platforms (e.g. direct mail, face-to-face, lead letters and phone calls, and social media)
- Create templates for standard annual giving materials such as annual appeals
- Develop strategies for a major gifts program and coordinate the cultivation and solicitation of major gifts
- Coordinate all activity with an individual donor acquisition/renewal direct mail vendor
- Develop strategies and launch a new planned giving program (e.g. a Legacy Society)
- Develop strategies to upgrade existing donors
- Create and implement a donor recognition and stewardship program
- Oversee the acknowledgement of all gifts to ensure that all donors are acknowledged in a timely, consistent manner; draft and edit acknowledgement letters
- Oversee the reconciliation of accounts with the CFO

- Develop foundation and corporate proposals; coordinate the production of necessary collateral materials for each submission; oversee research conducted by the *Development Associate*; oversee the preparation of reports as requested by foundation and corporate donors
- Oversee the development and launch of a new corporate giving "membership" program (e.g. Community Partners Council)
- Coordinate with the *Manager of Marketing & Public Relations* the engagement of the YEC (Young Executives Council)
- Partner with the *Marketing & Public Relations Manager* on the development of the website and content for various fundraising/marketing brochures
- Partner with the *Marketing & Public Relations Manager* on the creation and execution of all special events
- Prepare and analyze regular progress reports and provide reports to management and the Board
- Support the *Executive Director* and *Chief Development Officer*, as requested, on Board and Advisory Council related activities
- Direct and oversee all work of the department, including contract work
- Other duties as assigned by the *Chief Development Officer* or *Executive Director*.

Qualifications

Commitment to the mission and core values of the organization is a requirement. The position requires someone who is a motivated self-starter with good organizational and interpersonal skills and who enjoys working as a collaborative team member in a small, dynamic organization. The position requires someone who can handle multiple projects simultaneously to meet deadlines and work effectively with multiple staff projects and volunteers. The position requires someone who is available to work occasional weekends and evenings.

- Minimum 5 years direct fundraising experience and demonstrated success in a high performance annual fund setting
- Experience in researching, writing and submitting foundation and corporate grant proposals requesting gifts in the range of $5,000 - $250,000
- Excellent written and oral communication skills
- Strong administrative background; well organized
- Exceptional interpersonal skills
- Experience with supervising people
- Comfortable working within a small office environment
- Good under pressure and is able to meet and/or exceed expectations
- Sense of humor
- Bachelor's degree required; Master's preferred

Compensation and Application Information

The compensation for this position is commensurate with experience and expertise. RMHSF offers competitive health benefits, a 403(b) retirement plan and a generous time-off policy.

To apply: please submit a cover letter, resume, references and a writing sample that demonstrates how your skills meet the qualifications of the position.

Forward these materials to: careers@ronaldhouse-sf.org. Please include the job title for this position in the subject line of your email.

Please do not contact Ronald McDonald House of San Francisco or any of its staff directly.