



BOYS & GIRLS CLUB
OF THE HEARTLAND

POSITION DESCRIPTION

TITLE: Director of Resource Development
DEPARTMENT: Administration
REPORTS TO: Chief Executive Officer

FSLA STATUS: Exempt Non-Exempt

PRIMARY FUNCTION:

The Director of Resource Development serves as the principal fundraiser for the Boys & Girls Club of the Heartland. This role holds overall responsibility for designing, leading, and executing all comprehensive resource development, marketing, and public relations strategies and works with the CEO to secure operational and capital funding. The Director leads staff and board committees, manages the donor database, and cultivates high-level relationships with corporate, foundation, government, and individual donors.

KEY ROLES (Essential Job Responsibilities):

Executive Leadership & Strategic Planning

- **Drive Strategic Direction:** Formulate, implement, and evaluate single and multi-year strategic resource development plans in collaboration with the CEO and Board of Directors.
- **Provide leadership** and direction to the executive leadership and Board of Directors in the effective operation of all development activities required to fund Club operations and deliver programs within the community.
- **Improve Awareness:** Establish sustainable practices to raise awareness for Club activities throughout the community.
- **Identify Growth Opportunities:** Research and pursue strategic financial opportunities to expand organizational impact within existing and new community spaces.

Fundraising & Donor Stewardship

- **Direct Major Gift Strategies:** Own the identification, cultivation, solicitation, and stewardship of major gifts, endowments, and planned giving from high-net-worth individuals and corporate partners.
- **Execute Targeted Campaigns:** Design, deploy, and analyze data-driven fundraising initiatives, including direct mail, digital campaigns, and email programs.
- **Steward Donor Portfolios:** Maintain a robust, systematic donor stewardship plan to retain and upgrade existing institutional and private funding sources.
- **Lead** the executive team and board committee Capital Campaign committee meetings and guide team to effectively organize efforts.

Campaign & Event Management

- **Execute Signature Events:** Hold ultimate accountability for the logistics, procurement of sponsorships, and overall revenue outcomes of the organization's fundraising events.
- **Drive Capital Campaigns:** Partner closely with the Board Capital Campaign Committee to plan, promote, and execute capital fund drives to meet the building and infrastructure needs of the Club.
- **Manage Vendors:** Negotiate and manage contracts with external vendors to optimize production quality and maximize cost efficiencies.

Board & Team Development

- **Leverage Board Engagement:** Direct, train, and position the Board of Directors and specialized committees to successfully participate in cultivation and solicitation activities.
- **Direct Staff Operations:** Provide daily leadership, direction, and performance management to resource development, marketing, and operations staff peers.
- **Optimize Support Systems:** Align service center tasks across finance, IT, and facilities to ensure optimal structural support for all localized Club programming.

Marketing, Communications & Public Relations

- **Brand Visibility:** Direct comprehensive public relations and marketing plans to increase community awareness and maintain excellent brand positioning.
- **Omnichannel Communication:** Oversee the creation and timely distribution of all external communications, including quarterly newsletters, monthly emails, press releases, public service announcements, and website/social media channels (Facebook, Instagram, X, etc).
- **Data Synthesis:** Supervise the collection and analysis of local, state, and national youth development statistics to generate highly persuasive messaging and impact reports for stakeholders.

Data Management & Compliance

- **Own Data Integrity:** Serve as the primary custodian of the donor database, ensuring accurate tracking of financial records, donor histories, and system security.
- **Ensure Ethical Reporting:** Oversee tracking systems to ensure accurate monthly reporting and adherence to ethical fundraising and financial standards.

SKILLS/KNOWLEDGE REQUIRED:

- **Experience:** Minimum of 3–5 years of progressive, professional experience in non-profit fundraising, marketing, corporate sales, or equivalent operational management.
- **Education:** Bachelor's degree from an accredited college or university preferred.
- **Fundraising Expertise:** Deep operational knowledge of non-profit fundraising techniques, capital campaigns, major gift solicitation, and philanthropic market trends.
- **Technical Proficiency:** Proven skill in managing donor databases, Google Workspace, Microsoft Office, and professional social media platforms.
- **Communication Skills:** Elite verbal, written, and presentation skills, with a demonstrated ability to draft highly persuasive proposals and address diverse community stakeholders.
- **Relationship Management:** Proven capability to establish, build, and leverage relationships with community leaders, corporate executives, board members, and local officials.
- **Mission Alignment:** Knowledge of youth development models and the overarching mission, principles, and practices of the Boys & Girls Clubs.