



KITM Director of Development Job Description

POSITION DESCRIPTION: Chief Development Officer (CDO)

REPORTS TO: Executive Director

DIRECT REPORTS: Development Coordinator (F/T), Grants Contractor (P/T)

ORGANIZATION OVERVIEW:

Kids In The Middle is a non-profit agency that helps families transition to a new way of life before, during, and after separation and divorce for the sake of creating healthier futures for all involved. Our services focus on providing support and opportunities to help them achieve goals and step into a healthy, balanced future.

Kids In The Middle is a nationally accredited non-profit specializing in providing services that are unavailable elsewhere in the greater St. Louis region. Kids In The Middle has been providing counseling, education, and support to children and families successfully since 1977. Our agency is recognized as a leader in the field, receiving national accreditation from the Council on Accreditation (COA).

With 44 years of experience, the Kids In The Middle clinical team are the experts in providing these specific mental health services. We use an evidence-based program, Children of Divorce Intervention Program (CODIP) in conjunction with a family systems approach, making Kids In The Middle uniquely qualified to provide much-needed counseling services.

Kids In The Middle has demonstrated successful outcomes year after year, with over 75 percent of the children served developing positive coping skills and decreasing negative behaviors. We are also unique in regard to our privacy and confidentiality policy. We do not release case records with specific information regarding counseling services. Our confidentiality policy allows the therapists to be there for the children and remain a neutral party. This approach ensures that the children and their families have a safe, confidential, and nurturing environment to work through their feelings.

Kids In The Middle is committed to breaking down financial barriers to accessing mental health services. As a result, we have made the promise to the community to never turn a family away due to an inability to pay for much-needed counseling services for their children.

CHIEF DEVELOPMENT OFFICER JOB SUMMARY:

The Chief Development Officer is responsible for achieving Kids In the Middle's fundraising goals by providing vision, oversight and coordination of the fund development and associated marketing efforts of the Agency. They have direct responsibility for raising funds through major gifts, annual giving (online giving, mid-level giving, appeals, etc), corporate/foundation support, planned giving, and special events. The CDO is also responsible, in partnership with the development and marketing coordinator, for overseeing the marketing, branding, public relations, social media and other communication initiatives.

In this role, the CDO works closely with the KITM Senior Leadership Team, the Board of Directors, and a host of trusted volunteers, and various board committees, including the Development Committee to create, build, and implement a successful development strategy.



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RESPONSIBILITIES:

The CDO is responsible for leading the organization's fundraising and marketing efforts including the following tasks:

- Work with the Chief Executive Officer and Development Chair to develop and implement an annual fundraising plan and then meet and/or exceed fundraising targets. Report fundraising results compared to the budget to the ED weekly and to the board monthly.
- Provide direction and oversight to the annual fund, including Case for Funding, Annual Plan and Master Calendar, budget oversight, creation and production of communications, and other efforts that support annual revenue production.
- Working with the KITM Senior Leadership Team, identify KITM's funding priorities and opportunities and create a compelling Case for Funding that is reviewed and revised annually.
- Create an annual major gift plan (\$5000 and above), set quantifiable goals and objectives, and see to their successful fulfillment. In partnership with the ED, increase annual support from major donors.
- Oversee grants development process and grants contractor. Work to build relationships with foundation officials to develop asks and provide appropriate stewardship.
- Mentor and lead other development staff in the achievement of development goals.
- Develop and manage plan for donor stewardship to improve donor retention and consequently increase annual giving.
- Lead the Champion and Friends For Kids leadership giving program including setting and meeting major gifts goals
- Oversee the strategic direction and production of public relations, marketing, and community outreach efforts such as developing marketing materials, newsletter production, news and press releases, appeal letters, public speaking, and website that support fundraising efforts.
- Oversee the donor database including data entry, query and report production, monitoring donor trends, event coordination; train/delegate to other staff as appropriate.
- Oversee development staff in the coordination of event and donor correspondence.
- Oversee development staff in the processing of tax credit donations, reports and other related administrative requirements for funders.
- Oversee the coordination of volunteer recruitment, training, record keeping and recognition.
- Other duties as assigned by the Chief Executive Officer.

SKILLS AND ABILITIES:

- First-hand experience in directing a Development Department responsible for raising at least \$1 million annually. Proven ability to work with major donors (\$5,000+), mid-level giving donors (\$1,000+), corporate funders, grant makers, and Board members. Proven ability to direct successful annual fundraising campaigns. Strong cultivation and stewardship skills.
- Dedication to stewardship of donor gifts: prompt and accurate reporting of the uses of contributions; support of donor wishes; appropriate donor acknowledgement, etc.
- Ability to direct multiple vendors and staff to achieve specified goals; ability to translate programming opportunities into successful marketing efforts.
- Ability to create marketing and communications goals; ability to direct the implementation of marketing and communications plans.
- Ability to motivate and inspire staff and to enlist staff agency-wide in helping with development efforts to build the KITM Culture of Philanthropy.



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- Ability to communicate well in speech and in writing: Able to speak persuasively about the organization.
- Excellent complex relationship management skills and high EQ.
- Experience working with a Board of Directors, committees, and volunteers.
- Ability to develop effective partnerships with internal and external constituencies.
- Ability to build and maintain positive constituent and colleague relationships through constructive communication skills and professionalism. Ability to work with people from a variety of culturally diverse backgrounds.
- Strong interpersonal and motivational skills.
- Strong organizational and time management skills.
- Willingness to travel around the St. Louis region, as requested.
- Desire to work with an exceptional Senior Leadership Team in an environment of measurable accountability. Ability to work independently as well
- Computer proficiency in word processing (Microsoft Office Suite), spreadsheet programs (Excel), desktop publishing (Microsoft Publisher or equivalent), website management.
- Proficiency utilizing Blackbaud's Raiser's Edge donor database.
- Ability to work collaboratively with others.
- Ability to supervise others.

EDUCATION:

Minimum requirement of a Bachelor's degree in business/non-profit management, marketing, fund development, communications, English, or related degree. CFRE certification preferred. Membership in AFP required at time of hire or within three months of hire. Commensurate experience in lieu of education accepted.