



Position Description
Development Officer

Reports to: Deputy Director

Status: Salary-Exempt

Summary of Duties:

Reporting to the Deputy Director, the Development Officer is responsible for meeting or exceeding Equality Ohio Education Fund's (EOEF) annual fundraising goals and for assuring/supporting the movement of the development activities of the organization's staff and board leadership. The Development Officer solicits and secures individual major donor gifts; ensures that board members reach and/or exceed their respective fundraising goals; collaborates with the Executive Director, Deputy Director and Board Development Committee on strategic planning related to the expansion of the EOEF development efforts; The Development Officer is also responsible for facilitating and tracking all fundraising activity; planning and executing major donor & membership acquisition, appreciation and stewardship events; handling day-to-day administrative duties, including the management of the donor database and donor information systems, drafting and organizing foundation and corporate grant proposals, generating fundraising tracking reports and miscellaneous duties as assigned by the Deputy Director. Through a management contract with Equality Ohio, the Development Officer is additionally responsible for the efforts related to membership development and maintenance for the c4 organization.

Responsibilities:

1.) Donor Relations & Management:

- a) Identify, cultivate and solicit individuals in support of Equality Ohio Education Fund's mission, with specific focus on new donors who can give at least \$1,200 annually or more;
- b) Develop and execute an annual strategy for both new and renewing major donors, including expansion and diversification of the major donor roster;
- c) Assess ways in which to lower the annual major donor attrition rate;
- d) Work with the Deputy Director and Board Development Committee to implement overall fundraising policies and strategies in order to continue the exponential growth of revenue coming from individual large gifts;
- e) Develop and maintain a system for collection of past-due major donor pledge payments;
- f) Develop relationships and solicit funding from viable corporate and foundation funding sources which will include the drafting of grant proposals, interim and final reports and project budgets as needed;
- g) In cooperation with the Deputy Director, develop and manage the organization's Corporate Giving program;
- h) Oversee planning and implementation of major donor cultivation and/or appreciation events in the primary cities of Cleveland, Columbus, Cincinnati, Dayton, Toledo (and other locales as may be determined);
- i) Work with the Deputy Director to implement strategic marketing and communication initiatives; design and implement specific campaigns, outreach efforts and events for cultivation and solicitation of major gifts;

2.) Development Programs Management, Reporting & Analysis:

- a) Working with staff leadership and Boards, oversee the implementation of the development plan to meet both the short-term and long-term financial needs of the organization;
- b) Prepare monthly fundraising /development reports for EOEF's staff leadership and Boards to assist in the successful implementation of the Development Plan;
- c) Maintain donor information database and manage donor acknowledgment and recognition processes;
- d) In cooperation with the Deputy Director, manage the direct-marketing membership program; develop a detailed calendar of direct marketing activities, monitor calendar for status, completion of tasks and oversee quarterly and annual budget compliance consistently looking for creative ways to lower the cost of fundraising;



- e) Draft copy and package design for hard-copy and electronic direct marketing campaigns;
- f) Complete appropriate data pulls and implement necessary extractions/segmentations for mailings & coding of gifts;
- g) Track direct mail, e-appeals and other membership campaign performance broken down by segment, indicating response rates, mean gift levels, cost per piece, and net revenue; and produce reports with this information upon request on a timely basis; utilize trend and other analysis data to recommend improvements the program's effectiveness and efficiency;
- h) According to the strategies in the Development Plan, assist with the creation and implementation of any necessary membership-focused fundraising events;
- i) Research foundations, corporations and social enterprise concepts for revenue-generating possibilities;
- j) Assist in the creation and management of ancillary development and marketing tools, including annual reports, donor rosters, giving brochures, pledge cards, event invitations, etc.;
- k) Keep abreast of federal and state tax laws that may be relevant to the success of the organization's development activities

3.) Other:

- a) Liaise with third-party vendors and work with outside consultants as needed;
- b) Assist with outreach and other organizational events, conferences and symposia as requested;
- c) Other duties as assigned

Qualifications:

- A minimum of two (2) years of demonstrated success as a front-line fund-raiser, with increasing levels of responsibility and success, and an emphasis on individual major donor and foundation gifts
- Bachelor's degree, or equivalent experience and accomplishment
- Strong budgeting and financial management skills
- A commitment to and understanding of Equality Ohio's mission and efforts
- Exceptional oral and written communication skills; a high level of comfort with direct donor interaction, including discussions of personal and family finances
- Excellent organizational & time management skills, including attention to detail
- Excellent telephone manner
- Creativity, energy, confidence and integrity
- Initiative and independence, combined with the ability to work well as part of a team
- Ability to manage several projects simultaneously and to succeed under pressure
- Ability to be both engaging and professional when making presentations at events and meetings
- Ability to work well with persons from diverse backgrounds and to exhibit strong interpersonal skills
- Strong research background and experience with word processing, donor database and spreadsheet programs
- Demonstrated commitment and ability to work well within and outside the gay, lesbian, bisexual, and transgender communities as an advocate for social change
- Commitment to comply with the organization's operating and HR policies and procedures
- Willingness to accept other tasks as assigned

Time Considerations:

The responsibilities of this position require a substantial amount of evening and weekend work, much of which may occur outside of central Ohio.



How Performance Is To Be Evaluated:

- Meeting or exceeding Equality Ohio Education Fund's annual fundraising goals
- Demonstrated increase in the number of individuals supporting Equality Ohio Education Fund with annual gifts
- Demonstrated increase in the retention rate of major donors
- Demonstrated ability to provide efficient and accurate administrative support
- Completion of tasks in a timely manner and within deadline
- Quality of written and oral communications

Supervision:

The Development Officer reports directly to the Deputy Director and may assist in the supervision of work-study students or Equality Ohio interns from time to time.

Compensation:

Salary commensurate with experience within the range of \$35-39,000/year. Benefits include 401(k) retirement plan participation option after the first six months of employment; escalating paid time off (PTO) beginning with 20 days per year on an accrual system during the first two years of employment; and organization-paid medical benefits, including an annual employer allocation for basic dental and vision care.

Contact:

Name: Human Resources

Email: employment@equalityohio.org

Applicants should clearly indicate their salary requirements when submitting letters of interest and resumes. No phone calls please.