

**Voices of Hope for Aphasia is currently seeking  
highly qualified candidates for our  
Director of Development and Outreach**

*Voices of Hope for Aphasia is a 501(c)3 non-profit organization that provides innovative programs for people with aphasia. We help people living with aphasia in the Tampa Bay area re-connect with their lives through supported activities and educational programs. [www.vohaphasia.org](http://www.vohaphasia.org)*

To apply, send a letter describing how you can help further the mission of Voices of Hope for Aphasia along with a complete resume to the Board of Directors via  
e-mail: [careers@vohaphasia.org](mailto:careers@vohaphasia.org) or by mail: 200 2<sup>nd</sup> Ave South, #449 St. Petersburg, FL 33701

The **Director of Development and Outreach's** primary responsibilities include the creation, coordination and implementation of all development/communications efforts, resulting in sustained funding and increased awareness about the Voices of Hope for Aphasia in alignment of the organization's mission. This position reports directly to the Executive Director, and indirectly to the Board of Directors (BOD).

**GENERAL RESPONSIBILITIES:**

**1. FUND RAISING:**

- Drive and lead fundraising efforts to meet and exceed the financial goals established by the board of directors as identified in the annual budget.
- Develop relationships with potential donors and manage major gifts solicitation campaigns.
- Maintain relationships and act as liaison with past and current donors.
- Maintain up-to-date data files of supporters, donors in NeonCRM, or applicable organization-wise system
- Develop and promptly send acknowledgements and other correspondence to community organizations, corporations, funders, interested groups and individuals.
- Develop and cultivate relationships with potential and present donors.
- Meet with potential donors as appropriate.
- Respond to community solicitors interested in fundraising/supporting the Center.
- Identify, develop relationships with, and communicate with foundations, corporations, organizations, etc. for grant opportunities that meet the organization's mission.

**2. SPECIAL EVENTS:**

- Develop a fundraising event plan in conjunction with the Executive Director that supports the mission of Voices of Hope for Aphasia
- Coordinate all fundraising events, including biennial gala and opposing year conference other than conference content
- Monitor budget and funds pertaining to all events working closely with Executive Director
- Close out all special events - evaluate, finalize budget, write thank yous, etc.
- Oversee the maintenance of computer files on fundraising events, including history and data on donors.

**3. COMMUNITY OUTREACH:**

- Serve as VOHA's first point of contact for the organization's partners, community leader, the media and the general public and schedule speaking opportunities for Executive Director or other appropriate staff
- Enhance VOHA's image by being active and visible in the community and by working closely with other professional, civic and private organizations; identify opportunities to increase exposure such as Chamber of Commerce Good 'Burger award, American Heart Association Stroke Hero award, etc.
- Develop a marketing strategy to increase visibility of the organization in community organizations to grow membership in support of organization's mission, and to increase awareness of aphasia
- Develop appropriate public relations/education materials in concert with the Executive Director.
- Coordinate communication with media and generate regular press releases.
- Edit the donor newsletter and annual report
- Maintain development section of the website.
- Drive efforts in the digital marketplace and vet low cost/high impact opportunities to engage a broader audience.
- Develop, manage, and execute a social media strategy including expansion of current Facebook and Twitter presence, and adding other outlets as appropriate

#### **4. ADMINISTRATION**

- Compile monthly and annual narrative and statistical reports as required.
- Prepare reports regarding fundraising and outreach for Board Meetings
- Maintain database/mailling list and information on organizations, funders, donors etc.
- Attend staff meetings, trainings and supervision as required.
- Oversee donations and facilitate the appropriate acknowledgements.
- Monitor development department expenses.

#### **5. EXPAND KNOWLEDGE**

- Must maintain updated knowledge of development and communications strategies
- Must acquire and maintain updated knowledge of VOHA's mission and programs
- Must acquire and maintain updated knowledge about other aphasia programs and initiatives.
- Attend trainings, conferences and courses as appropriate/approved.
- Increase knowledge of computer applications and donor base software.

#### **PERSONAL AND PROFESSIONAL QUALIFICATIONS:**

- A bachelor's degree minimum
- Five or more years experience in nonprofit development, marketing, special events, public relations, and grant writing
- Transparent and high integrity work ethic
- First-hand experience with people with Aphasia, a plus but not required.
- Understanding and commitment to serving the mission of Voices of Hope for Aphasia
- Ability to convey the mission and vision of VOHA to potential donors and the media
- Knowledge of fundraising strategies and donor relations unique to nonprofit sector
- Strong self-governance and initiative to work independently and in groups
- Able to handle multiple tasks and projects simultaneously and work effectively with teams
- Strong organizational abilities including planning, project development and task facilitation
- Ability to interface and engage diverse volunteer and donor groups
- Strong written and oral communication skills
- Strong public speaking ability

- Proficiency in the tools required to complete the responsibilities of the position, including but not limited to, Microsoft Word, Excel, PowerPoint, social media outlets, email distribution services such as ConstantContact or MailChimp, QuickBooks, and others

This is a **full-time position**; schedule must be flexible, may include evenings and weekends. Salary is commensurate with experience and other qualifications. Benefits package includes PTO (Paid Time Off)

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