

**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

The **Director of Development and Outreach** is responsible for developing and executing **Voices of Hope's fundraising strategy in concert with the Executive Director and the Board of Directors**. This includes creating, coordinating, and implementing all development/communications efforts in alignment with the organization's mission, resulting in sustained funding and increased awareness about Voices of Hope for Aphasia. Opportunities exist for advancement in this position. This position reports directly to the Executive Director, and indirectly to the Board of Directors (BOD). The ideal candidate for this position will have excellent donor cultivation skills, strategic-planning experience, and a commitment to service.

GENERAL RESPONSIBILITIES:

1. Strategy & Leadership

- In concert with the Executive Director, drive and lead fundraising efforts to meet and exceed the financial goals established by the board of directors in alignment with the organization's strategic plan and values/philosophy
- Expand revenue to meet capacity needs over the next 3 years, growing from \$300,000 to \$500,000 annual budget
- Create annual Development Plans that align with the annual budget that provides varied revenue streams for the organization
- Work with staff, volunteers, and general audience to ensure understanding of the importance of fundraising for Voices of Hope's future sustainability
- 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

2. Relationship Building & Donor Cultivation:

- Enhance VOHA's image by being active and visible in the community and by working closely with other professional, civic, and private organizations.
- Serve as VOHA's first point of contact for the organization's partners, community leaders, the media and the general public and schedule speaking opportunities for Executive Director or other appropriate staff.
- Develop and maintain relationships with potential and current donors, including developing strategies for re-engaging lapsed donors.
- Develop and execute major gifts solicitation campaigns (\$2,000 - \$5,000) as a component of overarching fundraising strategy for the organization

3. Grant Writing:

- Develop and maintain annual grant submission calendar as a component of overall development plan.
- Identify, develop relationships with, and communicate with foundations, corporations, organizations, etc. for grant opportunities that meet the organization's mission.
- Submit all grant applications and reports on time, working with VOHA staff to include appropriate data & client stories.

4. Marketing & Fundraising Campaigns:

- Plan and implement all direct mail, email, and social media fundraising efforts including the creation and sending of all print materials, social media materials, email campaigns, and more as applicable.
- Develop, manage, and execute a social media strategy including expansion of current Facebook and Twitter presence, and adding other outlets as appropriate.
- Create graphics and visuals for social media and newsletter campaigns using Canva or other design program.
- Drive efforts in the digital marketplace and vet low cost/high impact opportunities to engage a broader audience.
- Develop Annual Report and Donor Newsletters in conjunction with Executive Director.
- Develop appropriate public relations/education materials in concert with the Executive Director.
- Coordinate communication with media and generate regular press releases.
- Maintain development section of the website.

5. Special Events:

- *At this time, events at Voices of Hope for Aphasia are primarily donor appreciation events. If opportunities arise for low-cost, high-return gala/fundraising events, this role would over-see the planning and execution of the galas, including the oversight of a special events team.*
- Coordinate all donor appreciation event and/or fundraising events.
- 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.
- Oversee staff, volunteers, contractors, vendors, etc. related to the event.

6. Administration & Budgeting

- Develop and maintain accurate fundraising forecast.
- Compile monthly and annual narrative and statistical fundraising reports for staff & board
- 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.
- 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.

7. Knowledge Expansion

- Must maintain updated knowledge of development and communications strategies, including understanding of all job-related tools (donor CRM, computer applications, etc).

- Must acquire and maintain updated knowledge of VOHA's mission, as well as other aphasia programs and initiatives.
- Attend trainings, conferences and courses as appropriate/approved.

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 working with people living with a physical disability highly preferred; experience working with people with aphasia specifically a significant plus but not required.
- A strong commitment to service-leadership and direct service delivery.
- 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, including engaging public speaking presence
- Expertise in the tools required to complete the responsibilities of the position, including but not limited to, Microsoft Word, Excel, PowerPoint, Canva or other design tools, social media outlets, email distribution services such as MailChimp, QuickBooks, donor management systems, and others

Schedule must be flexible, may include evenings and weekends. Salary is commensurate with experience and other qualifications. Benefits package includes PTO (Paid Time Off), continuing-education allowance, and flexible work-from-home schedule.

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 or by mail: 6798 Crosswinds Dr. N. Suite B-102 St. Petersburg, FL 33710