



GEORGIA

Reach Out and Read

Development Manager, Georgia

Reports to: Executive Director, Georgia

The Development Manager is an experienced, results oriented professional who is responsible for leading efforts to secure and sustain new revenue by creating a diverse funding portfolio comprised of corporate donations and sponsorships, individual donations and major gifts, government contracts, and foundation grants. The Development Manager is a strategic, savvy, and effective champion for the organization and its initiatives, identifying opportunities, building relationships, and establishing strong partnerships. The Development Manager will effectively leverage her/his own professional network, relationships with members of our Advisory Board, and her/his personal knowledge of the landscape of early literacy, education, and healthcare to manage a solicitation strategy that encompasses a diverse range of supporters in order to meet annual revenue goals.

Reporting to the Reach Out and Read Georgia Executive Director, the Development Director works in partnership with our Program Manager team to develop funding opportunities in geographic-specific communities. The Development Manager must have an astute understanding of grant management including financials, budgets, deliverables, and reporting, as well as a demonstrated successful track record of generating substantial revenue for nonprofit organizations in metro Atlanta.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Development Planning and Leadership

- Create and manage annual and multi-year development plan. Increase revenue by set amounts annually.
- Develop and implement a planned giving and bequest program.
- Meet with donors, conduct presentations and share organization mission and impact with confidence, enthusiasm and passion.
- Research prospects and develop leads.
- Support Advisory Board in development efforts.
- Cultivate Reach Out and Read champions and advocates from among each clinic's medical providers and staff.

Individual Donors and Major Gifts

- Secure major gifts. Successfully identify and secure new or upgraded major donors.
- Create and manage all appeal efforts for individual donors of all sizes, including direct mail and Constant Contact annual appeals.



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- Steward and renew current major donors.
- Create pipeline and demonstrate success in closing new donors.

Corporations and Foundations

- In collaboration with the Executive Director, maintain foundation relationships.
- Write and submit innovative and compelling new proposals and assist with grant reports.
- Identify and secure corporate supporters. Over 5 years, successfully grow corporate giving by 75%.

Communications and Events

- Produce monthly electronic communications.
- Plan, promote, and create event materials and solicit sponsorships for a minimum of one large event and four regional events annually. Manage all event logistics from conception to completion.
- Convene Reach Out and Read site coordinators and/or medical consultants at least annually to discuss best practices, support and enhance programs, and facilitate dissemination of relevant information (by teleconference, Zoom, workshop and/or meeting/Summit).

Partnership Development

- Assist Executive Director in implementing local, regional and statewide partnerships to help Reach Out and Read and its Programs become integrated within early learning and family support systems.
- Provide information and support to sites about partnership opportunities that help sustain and enhance their programs.
- Engage medical professionals and parents to garner testimonials to enhance connection to program with individual donors and funding partners.
- Provide technical assistance to sites to support the development local supporters and donors.
- Assist Executive Director with fund development in connection with sites (e.g., arrange Site Visits for prospective that are needed for program exposure to support regional fundraising).
- Help support the work of the Georgia Advisory Board.

Other

- Oversee donor database functions by maintaining Salesforce and become proficient in Classy.
- Regular travel, approximately 30% time throughout Georgia, plus attendance at one to two national meetings per year is required and other duties as assigned.



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EDUCATION:

Bachelor's Degree required

Fundraising certification required

QUALIFICATIONS:

The ideal candidate is a passionate consummate professional who has an entrepreneurial mindset and is energized by working for a fast-growing organization and at a **minimum** has the following skills and experience:

- Reside in Metro Atlanta
- Positive attitude, strong moral character and work ethic, and values diversity
- A minimum of eight years of direct fundraising and grant writing experience is required
- Technology savvy individual with strong skills in the following computer software and applications; Microsoft Office and Google Docs, Frontstream, and Salesforce
- Strong interpersonal communications abilities, including effective small-group speaking experience
- Self-motivated, independent worker who functions effectively in a “virtual” work environment, while being an enthusiastic, collaborative team member
- Demonstrated success cultivating and sustaining partnerships and relationships among diverse organizations
- Excellent verbal and written communications skills, including strong editing skills
- Ability to prioritize multiple task and meet deadlines

Interested applicants must meet all the minimum requirements. Please email a cover letter and resume to rorga@reachoutandread.org.