



The Opportunity

The Development Manager has a unique opportunity to help share the future direction of Reach Out and Read Wisconsin. Currently, more than 260 participating clinics touch the lives of 156,000 children and their families each year – or one in three infants, toddlers, and preschoolers in the state. As an evidence-based, highly scalable program, Reach Out and Read has the potential to significantly influence child and family outcomes in Wisconsin.

Reporting to the Executive Director and working closely with Wisconsin and National Center colleagues, the Development Manager is a valued team member who plays an essential role in supporting sustainability and amplifying the visibility of Reach Out and Read across the state. The Development Manager is an experienced, results-oriented professional who is responsible for leading efforts to secure and sustain financial support from multiple revenue streams, such as foundations, individual giving, major gifts, sponsorships, and government contracts. The Development Manager is a strategic, savvy, and effective champion for the organization and its initiatives, skilled at identifying opportunities, building relationships, and establishing strong partnerships. The Development Manager must be able to: apply creative and strategic thinking; learn new skills, content, and technology; adapt to an evolving and growing organization; and work as an effective team member with remote colleagues in a virtual working environment.

Key Responsibilities: The primary function of this position consist of the below, with other duties as assigned. Percentages are intended as averages over the course of a year and may shift as needed with organizational priorities and opportunities.

Corporate and Foundation Funding (40%):

- Create and manage a multi-year grants solicitation pipeline and schedule.
- Manage all grants through their full lifecycle from writing compelling proposals through final reporting
- Maintain and deepen existing foundation and corporate relationships
- Meet with funders, conduct presentations, and share organization mission and impact externally
- Manage workplace giving and combined fund campaign participation
- Identify prospects and secure new foundation and corporate supporters

Individual Donors and Major Gifts (30%):

- Collaborate with the Executive Director, National Director of Individual Giving and National Major Gifts Officer to implement the Wisconsin individual giving program
- Create a communications plan to increase the number of Wisconsin's individual "contacts" and potential and future donors
- Partner with National Center teams to create and distribute donor communications.
- Provide support to Reach Out and Read Wisconsin's Advisory Council on its annual friend raiser/fundraising event

Partnership Development (15%):

- Collaborate with the Program Team to host site visits with foundation program officers, corporate representatives, donors, state agency staff and legislators.
- Partner with program staff to generate stories, quotations, videos and other testimonial content from participating clinics and families served. Ensure compelling content is shared with the National Center.
- Provide technical assistance to sites to support the development of local supporters and donors
- Help support the work of the Wisconsin Advisory Council and the Wisconsin Medical Director
- Support the Executive Director's work with public funders and health system-giving project as requested

Communications and Publications (15%):

- Coordinate with staff to develop and implement an integrated strategic communications plan, including media and social media strategies to advance awareness of Reach Out and Read in Wisconsin
- Cultivate and enhance meaningful relationships with targeted, high-level external audiences, and increase the visibility of our program across key stakeholder audiences
- Align Reach Out and Read Wisconsin communications with Reach Out and Read's key messages, value proposition, strategies, initiatives and overall brand
- Write, produce, and coordinate guest authors for communications such as newsletters, overview documents, and social media posts for electronic and paper distribution.
- Use software such as MailChimp, Piktochart, Canva, and other key online tools to create and produce content.
- Manage media relations to generate publicity and overall awareness for the organization.

Qualifications

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. We are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below:

- 5+ of fundraising experience with progressively increasing levels of responsibility, including a successful track record of writing grants awarded \$50,000+ and obtaining multi-year funding
- Familiarity with several fundraising sub-fields (in addition to grant writing) within development such as corporate sponsorships, individual giving, major gifts, or public funding
- Experience creating effective external communications to partners and supporters
- Strong skills using technology platforms such as Microsoft Office, Salesforce, individual giving software, online design software (such as Canva or Piktochart), and online email marketing services (such as Mail Chimp, Robly, or similar)
- Aptitude and drive to learn new software and systems
- Strong interpersonal communications skills, 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 committed to shared success
- Demonstrated success cultivating and sustaining partnerships and relationships
- Excellent verbal and written communications skills, including strong editing skills
- Ability to prioritize multiple tasks and meet deadlines

Position Specifications

This is a full time, exempt position. The Development Manager may work from a home-based office. The position is open statewide, with preference to applicants from Milwaukee and Madison areas. Regular travel, up to 30% time throughout the state and attendance at one to two national meetings per year.

Note Currently, Reach Out and Read is under fully remote working conditions until further notice, given the COVID-19 pandemic.

Compensation and Benefits

Salary will be competitive with similar roles at non-profit organizations of a comparable size, and you will also receive a robust benefits package. The salary range for this position is \$65,000-\$71,000 commensurate with experience. We offer medical and dental insurance, 401(k) retirement plan with match, paid vacation, professional development stipend, and more.

To Apply

Please email a cover letter and resume, with the subject line “ROR Wisconsin Development Manager Application” to jobs@reachoutandread.org.

-----**EQUAL OPPORTUNITY EMPLOYER**-----

Reach Out and Read is an equal opportunity employer and does not discriminate on the basis of sex, race, color, religion, sexual orientation, national origin, cultural heritage, ancestry, political belief, age, marital status, pregnancy, physical or mental disability or veteran status. Reach out and Read is compliant with the American with Disabilities Act and we are committed to making special accommodations for your interview or work as a member of our team. If specific accommodations are needed, please notify hr@reachoutandread.org and we will work to accommodate your needs.