



THE LITERACY COUNCIL  
OF CENTRAL ALABAMA

## **The Literacy Council of Central Alabama Director of Development and Communications Job Description**

### **SUMMARY OF POSITION**

The Director of Development and Communication will create and oversee The Literacy Council's fundraising initiatives. This includes successfully soliciting and stewarding individual, corporate, and foundation gifts. The Director of Development and Communication will also lead the agency's communication efforts including annual reports, social media, newsletter, and direct mail. The Director of Development and Communication oversees the development department staff and works in partnership with the Executive Director and Board of Directors to increase revenue to support the strategic direction and quality programming of the agency.

### **KEY AREAS OF RESPONSIBILITIES**

#### **Fund Development**

- Design and implement multi-year fund development plan working with Executive Director, Board Fund Development Committee, and others to meet TLC's revenue goals and strategic direction.
- Build relationships with community stakeholders across TLC's service area to increase giving and advance the mission of the agency.
- Develop major gift strategies and build pipeline of future major gifts.
- Identify, cultivate, solicit, and steward individuals, foundations, and corporations to secure financial support.
- Foster relationships and arrange meetings with donors and ED through personal visits and communication.
- Identify new sources of revenue and research prospects.
- Create and implement coordinated and comprehensive solicitation plan to include direct mail, e-campaigns, major gift solicitation, and special events to maintain and upgrade giving.
- Design and implement a recognition program for volunteers and donors.
- Oversee the administration of a donor mailing list and database which respects the privacy and confidentiality of donor information.
- Oversee the junior board and junior board events working in collaboration with the fund development coordinator.
- Implement procedures to streamline philanthropic process and gift procurement.
- Organize, implement, and oversee TLC's gift acknowledgement and stewardship practices.
- Prepare and present regular reports on fundraising progress.

#### **Grant Writing**

- Oversee, prepare, and submit grant applications working with executive director and development coordinator.
- Oversee entire grant process which includes deadlines, reporting, and funding details
- Ensure timely and accurate report deliveries to funders including pledge reminders, thank you letters, and grant reports.
- Work with programs team and finance department to collect information and data to support grant proposals and reports.
- Research and identify new grant opportunities, including government grants, local and national foundations.
- Develop and update TLC's cases for support for grant proposals.

**Communications**

- Develop and implement public relations plans and coordinate marketing effort.
- Coordinate the content and distribution of marketing and communication materials, including the annual report to advance the mission and fundraising goals of the agency.
- Oversee the messaging of the agency and increase brand awareness and recognition of TLC.
- Create overall strategy and content for social media, newsletter, outreach materials, and other key communication.
- Position TLC as a go-to resource for media including arranging media interviews and writing and distributing press releases.

**General Agency Duties**

- Answer helpline as needed and make referrals for learners.
- Represent TLC at community events.
- Participate in professional development opportunities and staff activities.
- Support efforts of Executive Director to advance agency's mission.
- Perform other agency duties as assigned.

**QUALIFICATIONS:**

Minimum of a bachelor's degree required. 3 to 5 years of demonstrated fundraising experience, including face-to-face solicitation, and closing major gifts, preferred. Ability to manage multiple tasks and projects simultaneously; extremely organized with attention to detail; excellent communication and interpersonal skills; ability to prepare dynamic written and oral presentations; ability to collaborate effectively with diverse groups of people; self-starter and self-motivated.

**Position type:** Full time, some evenings and weekends required

**Compensation:** \$60,000 - \$72,000

**Benefits:** 75% Employer-Paid Medical, Vision and Dental insurance (single); matching retirement plan; generous schedule of paid time off and paid holidays.

**Please submit resume and cover letter to: Katrina Watson, President and Executive Director  
kwatson@literacy-council.org**

***All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, age, sexual orientation, gender identity, disability, or veteran status.***