



Director of Resource Development

*Award-winning Lawrence nonprofit, \$5 million budget, seeks full-time Director of Resource Development to support ambitious mission of holistic local revitalization.
Position reports to Executive Director.*

About Lawrence CommunityWorks:

Lawrence CommunityWorks (LCW) is a community development corporation that weaves together community planning, organizing, and asset-building efforts with high-quality affordable housing and commercial development to create vibrant neighborhoods and empowered residents. By facilitating conversations and action on community priorities, LCW engages partners and a network of youth and adult residents in opportunities to move themselves and the city of Lawrence forward.

1. Fundraising & Resource Development

- Develop and manage annual fundraising targets and revenue projections
- Oversee foundation, corporate, and government grants cultivation and management
 - a. Research prospective funders – local, state & national
 - b. Cultivate and maintain relationships with foundation and agency staff
 - c. Work with department staff to ensure program goals are coordinated with funding opportunities and priorities
 - d. Participate in and support partnership development, as necessary
 - e. Coordinate well-written, compelling proposals and reports
- Sustain and increase LCW's individual donor base
 - a. Research and cultivate major and annual gifts
 - b. Leverage Community Investment Tax Credits to incentivize new and existing donors
 - c. Steadily grow donor mailing list and increase donation frequency
 - d. Explore feasibility & cost-effectiveness of special events
 - e. Oversee all donor correspondence, appeals and campaigns, etc.
- Manage in-kind contributions
 - a. Research and coordinate appropriate solicitation of in-kind gifts
 - b. Track and cultivate in-kind giving programs

2. Marketing and Communications

- Strategic oversight of all organizational marketing and PR collateral, including:
 - a. Organizational and fundraising impact reports (Annual)
 - b. E-newsletters, E-Blasts, and E-Appeals (Quarterly)
 - c. Website editing, copywriting, and media updates (As needed)
 - d. Social media posts, promotions, and engagement (Daily/Weekly)
- Manage external public relations and media strategies

- a. Coordinate media coverage of events (press releases, broadcast media)
- b. Manage library of media coverage for use in fundraising and promotional

3. Organizational Development & Strategic Planning

- a. Report regularly to the ED, CFO, and Board on resource development progress
- b. Develop and regularly update strategic resource development plan
- c. Contribute to annual budgeting and revenue projection process
- d. Determine sustainable, multi-year funding opportunities for program growth in alignment with organizational priorities

4. Supervision & Management

- a. Oversee resource development, marketing and data management staff to ensure job proficiency, productivity, and professional development goals
- b. Draft and implement policies and procedures for department, as necessary
- c. Participate in development of organization-wide policies and procedures
- d. Contribute to bi-weekly management team meetings and discussions

5. Board Relations

- a. Serve as staff liaison for the Board's marketing & development activities
- b. Coordinate and provide fundraising support to the Board, related to annual gifts, donor prospect research and solicitation, special events, and in-kind giving

Qualifications & Experience

- Excellent written and oral communication skills
- Minimum of 5-7 years relevant experience fundraising, managing donors, and writing complex funding proposals
- Familiarity with state and federal contract management
- Very well-organized, thorough, & detail-oriented
- Flexible, adaptable team player; willing to work occasional late nights to meet important deadlines if necessary
- Good managerial skills and ability to effectively supervise and motivate staff
- Excellent follow-up and follow-through skills
- Cool under pressure; comfortable with deadlines and multiple responsibilities
- Self-motivated, self-directed, takes initiative
- Good project management skills
- PR/marketing skills/experience a plus
- Bilingual/bicultural a plus
- Interest in/commitment to LCW mission and approach
- Knowledge of community development, organizing, asset-building, or youth development fields a plus
- Proficient with Microsoft Office and social media

Please send resume, cover letter, and a writing sample (NO CALLS PLEASE) to: Maggie Pagan, Human Resources, LCW, 168 Newbury Street, Lawrence, MA 01840
mpagan@lawrencecommunityworks.org