



## DEVELOPMENT DIRECTOR

### **Purpose**

The Development Director, reporting to Unseen's COO, is someone skilled at matching peoples' values to a meaningful mission, and has a background in coordinating nonprofit donation strategies. This role focuses organizing large-scale fundraising initiatives, and building relationships with influencers, donors, and staff, whereby equipping Unseen financially to carry out its mission of fighting human trafficking and its root causes. Unseen is a capacity-building organization that accelerates the growth of other anti-trafficking organizations; we're at the intersection of capital, meaning, and creating social impact.

The pervasiveness of trafficking is driven by the ability of exploiters to generate huge profits at little or no economic risk to them through the exploitation of vulnerable people. Trafficking is big business--with big money and influential people involved. Unseen and its partners represent an opposing team banding together to use a similar level of sophistication and resources as those who are propping up the trafficking industry.

Because trafficking at its core is about economics, Unseen's Development Director focuses on harnessing capital to catalyze social change in the global economy. This includes cultivating a network of investors who are interested in tackling the world's toughest challenges such as human trafficking.

For 9 years Unseen has achieved its goals through effective fundraising efforts, social impact initiatives, and partnerships worldwide that leverage the power of collaboration to help organizations do more of the great work they already do, and *faster*. Therefore the Development Director's overriding aim is to lead Unseen's fundraising to new heights which will lead to increased impact among people who are vulnerable to exploitation.

Applicants are encouraged to detail notable fundraising planning, training, and executing experience in a resume, explaining how past fundraising experience will benefit Unseen and contribute toward a smooth transition into Unseen's Development Director role.

# Essential Functions

## Development Department Management (15%)

- Drive Unseen to achieve its revenue goals and objectives.
- Implement a Development Department plan which is aligned with Unseen's strategic plan and priorities.
- Plan and evaluate fundraising campaigns and activities.
- Achieve annual financial targets in relation to budget targets and financial forecasts.
- Direct donor development activity and coordinate Development Officer territories, fundraising targets, and goals.
- Work collaboratively with Development staff to identify underutilized or untapped potential revenue streams.
- Examine ways of packaging Unseen to be compelling to diverse funding audiences.
- Recruit and train Development staff.
- Maintain regular 1:1 meetings with direct reports and with anyone functioning in a Development capacity.
- Stay current on fundraising trends and the local nonprofit community.

## Development Officer, Direct-Fundraising (80%)

### Qualify Donor Caseload (5%)

- Qualify a personal caseload of donors that represents high giving potential for Unseen. Your caseload composition will focus on a targeted geographic area to maximize Unseen's resources and to cultivate a solid regional presence.

### Create and Execute Donor Engagement Strategies (70%)

- Create individual goals and strategies for each donor in your caseload based on donor's history of giving, knowledge of donor's potential, and your connections with people who might be able to broker meetings with targeted donors in your caseload.
- Create a communication plan for each donor and associated connective influencers in your caseload. Execute communication plans on a timely basis so that your donors are retained and upgraded.
- Use prospect research tools and Unseen's donor database to build donor relationships.
- Create customized solicitation materials and also use Unseen's marketing collateral.
- Initiate an agreed upon number per week of donor phone calls, emails, appointments, meetings, and gift asks.
- Pursue genuine empathy and understanding of the motivations behind each donor.
- Assess donor values to determine the degree of fit, or unfit, with Unseen's mission.

- Identify and steward prospective donors exercising the highest levels of integrity, credibility, professionalism, true humility, and enthusiasm for Unseen’s mission.
- Achieve or exceed monthly donor revenue targets.
- Deliver “trafficking 101” awareness presentations to various audiences, including civic groups, churches, businesses, and social services organizations. Prior knowledge on trafficking is not required--training will be provided.

**Report on Caseload Activity and Performance (5%)**

- Log your appointment notes in DonorDock CRM system, including planned ask amounts and dates, actual ask amounts and dates, and next action steps and dates.
- Report weekly on departmental and individual caseload activity and performance.

**Subject Matter Consultation (5%)**

- Provide fundraising expertise and consultation to Unseen Partners at the request of Program Director.

**Supervisory Responsibility**

This position oversees one or more Development Officers and a Development Operations Coordinator.

**Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers and filing cabinets.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

## **Position Type/Expected Hours of Work**

This is a 40-hour per week, benefitted, exempt position. Work hours can be flexible--to be approved by supervisor--and fall generally between Monday through Friday, 8:00 a.m. to 5 p.m. This position requires longer hours and weekend work during some weeks to accommodate donor availability and fundraising events.

## **Travel**

This position may, or may not, require up to 25% travel, depending on caseload composition. Meetings beyond the Fargo-Moorhead region could involve car and airline travel, and occasional overnight trips.

## **Minimum Qualifications**

- Bachelor's degree.
- 5-years experience cultivating major gifts of \$5,000+ with evidence of success.
- 2-years experience speaking/presenting professionally to groups.
- 2-years experience inspiring generosity by initiating 1:1 meetings with prospective and existing high capacity donors, by matching peoples' values to a meaningful mission, and by sharing about an organization's activities.
- Excellent verbal and written communication skills.
- Ability to effectively work independently and collaboratively with others.

## **Preferred Qualifications**

- 2-years experience supervising professionals.
- 3-years experience qualifying a caseload of donors, creating an individualized communication plan per donor, initiating a targeted number of outreach meetings per week--including a targeted number of monetary asks per week.
- 2-years experience assessing donor values to determine donor's degree of fit, or unfit, with an organization's mission.
- Experience securing a major gift of \$25,000+.
- Strong organizational skills, including disciplined method to meet goals and deadlines.
- Familiar with CRM nonprofit software, donor databases or other fundraising technology.

## Other Duties

### Customer Service

Provide excellent collaboration and customer service at all times. Customers include Unseen staff, creatives, vendors, partners, donors, board members, volunteers, and the public.

- Display a friendly, courteous, respectful, and professional demeanor.
- Respond to customer requests in a fast and timely way.
- Make requests of others in a collaborative, open-handed, non-directive way.
- Initiate requests of others by giving sufficient time for them to deliver on your requests.
- Deliver commitments on-time.
- Exhibit flexibility among changing situations.
- Roll with new directions.
- Ask thoughtful questions.
- Strive to be easy to work with.
- Communicate well--both verbally and in writing.
- Keep organized.
- Exhibit trustworthiness.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

## Signatures

This job description has been approved by all levels:

COO: \_\_\_\_\_ Date: \_\_\_\_\_

HR: \_\_\_\_\_ Date: \_\_\_\_\_

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_