



Development Director – JOB DESCRIPTION

Reports to: Executive Director

Job Position Type: Full-time

Salary: \$65,000 - \$75,000

SUMMARY

Do you believe that Atlanta's streets should be safe, inclusive, and thriving spaces for people to ride, walk, and roll? The Atlanta Bicycle Coalition seeks a full-time Development Director to join its energetic and focused team. The successful candidate will demonstrate enthusiasm for the mission and vision of the Atlanta Bicycle Coalition, and a desire to operate in alignment with its core values.

Perhaps best known for Atlanta Streets Alive, the Atlanta Bicycle Coalition is a powerful advocate for an Atlanta where everyone moves safely, easily, and sustainably throughout the city. The successful hire will be able to advance the big picture goals of the new strategic plan (2020-2024) while implementing the nuts and bolts of development operations. Candidates should be comfortable in an environment that appreciates transparency, accountability and communication.

Funding for this position is provided by Power to Grow, a multi-year investment in fundraising leadership from *Mailchimp*. To help ensure success, Susannah Darrow Consulting will conduct the hire, develop a fundraising plan to guide the first three years, and provide organizational training and other technical assistance to the Atlanta Bicycle Coalition through December 2021.

RESPONSIBILITIES

The Atlanta Bicycle Coalition currently receives support from individuals, foundations, civic sources and corporations. The **Development Director** is responsible for all fundraising activities required to support the annual budget (\$620,000-\$920,000 in FY2021 subject to some COVID-19 variables).

While there is some shared responsibility with the Executive Director and other staff for certain line items, the Development Director is expected to manage the overall execution of all fundraising activities, including cultivation and stewardship activities. Initially, he/she/they will use the fundraising plan developed by SDC, but will ultimately possess the skills required to update/revise the plan as the company moves forward. The ideal hire will build sufficient support for expanded programming and expand the development team over the next 2-5 years.

STRATEGY & ADMIN (10%)

- Cultivate relationships with corporate partners and community members, in order to build awareness of and commitment to the Atlanta Bicycle Coalition's work.
- Deepen the understanding of a philanthropic culture within the Atlanta Bicycle Coalition team.
- Monitor and report progress toward short- and long-term fundraising benchmarks and goals.

- Maintain oversight over all fundraising activities including major giving, grants, special events, individual appeals, corporate partnership initiatives.
- Evaluate potential collaborations especially as it relates to institutional funding, data tracking and reporting.
- Work with the Deputy Director on creating a new organizational dashboard.
- Execute the annual fundraising plan:
 - Manage expense budgets for all fundraising efforts.
 - Manage the implementation of Nationbuilder and oversee staff responsible for data entry and gift processing.
 - Research new prospects for all donor channels.
 - Maintain gift recognition and donor tracking protocols (Mapping moves, tracking relationships for family funds, soft credits, advising donor stewards, matching funds, etc.).
 - Effectively translate strategic/ touchpoint updates into tangible action.
 - Collaborate with other staff who have development responsibilities.
 - Demonstrate professional conduct at all times.
- Perform other related duties as requested.

INDIVIDUAL DONORS, MEMBERSHIPS and MAJOR GIFTS (30%)

- Cultivate and steward relationships with current and prospective supporters.
- Implement the individual giving program using various platforms, including hard copy and digital fundraising drives.
- Grow a major gifts program including identification, cultivation and solicitation of major donors.
- Engage prospective donors and supporters on a continual basis to establish effective relationships with them.
- Optimize messaging so it is evergreen enough to maintain efficiency, but fresh enough to ensure continued member engagement. Move donors and members up the ladder of engagement.
- Leverage fundraising wins into advocacy wins and vice versa.

INSTITUTIONAL FUNDING - civic/govt, private and public foundations (25%)

- Secure grants from private, public and corporate foundations and government sources.
- Expand the base of support through effective research, qualification, cultivation and stewardship.
- Manage the cultivation and stewardship calendar for Executive Director and Board of Directors.
- Develop and track grant proposals and reports for all foundation and corporate fundraising.
- Participate in the planning, writing and reviewing of grants budgets.
- Create communications to support fund raising activities.

CORPORATE (25%)

- Secure corporate sponsorships for programs and public events. Ensure timely invoicing, acknowledgement and sponsor fulfillment.
- Manage corporate relations through effective communications, creative engagement opportunities, and best in class fulfilment designed to increase retention and build ongoing relationships. Collaborate with Program Managers to manage stewardship and sponsor fulfilment as needed.
- Customize sponsorship deck as needed.

BOARD OF DIRECTORS (10%)

- Participate in Board of Directors meetings, preparing both regular reports and those requested by the Executive Director and Board.
- Deepen the understanding of a philanthropic culture within the Atlanta Bicycle Coalition team.
- Manage and track Board Members annual individualized commitments.
- Work with the Board of Directors in development related projects.
 - BOD Committees
 - Executive Committee (Executive Director)
 - Fundraising (Development Director)
 - Finance Committee (Executive Director)
 - Marketing and Communications Committee (Deputy Director)
 - Policy & Advocacy (Executive Director)
 - Team Support / HR (Deputy Director)

SPECIAL EVENTS

Atlanta Bicycle Coalition currently conducts several events/programs that relate to fundraising, eg: ATL Streets Alive (program) and The Blinkyies (membership/cultivation event) and The Fall Fundraiser (cocktail party with speakers).

- Strategize the relationship between events and development outcomes.
- Recommend and execute an effective fundraising event plan (eg: House Party/Cultivation for targeted major donors).

QUALIFICATIONS

In addition to enthusiasm for the mission and vision of the Atlanta Bicycle Coalition, embodying the values of the Atlanta Bicycle Coalition and exhibiting a desire to operate in alignment with those values, the Development Director possesses the following qualifications:

Experience

- Proven track record of raising funds from diverse sources, including major gifts from individuals, foundations, corporations and government agencies. Five-plus years of leadership experience in development preferred.
- Experience managing cultivation and stewardship activities and strategic moves management

Knowledge

- Knowledge of and connections to the funding community in Atlanta, GA and/or nationally.
- Fully comprehends the basic principles of strategic planning and implementation

Strengths

- Strong interpersonal and writing skills; Is an effective communicator with the ability to build and maintain strong, productive internal and relationships.
- Ability to work with diverse groups of people, common sense, and good listening ability. Sound judgment, professionalism and a positive attitude. Is approachable and comfortable providing and receiving feedback.
- Demonstrated commitment to accountability and outcomes. Be a “self-starter” and goal driven. Be organized and exhibit “follow through” on tasks and goals.
- Prioritizes and works efficiently on multiple projects while remaining detail-oriented. Is solution-oriented, highly adaptive, and resourceful.
- Exhibits the integrity necessary for handling sensitive and confidential information.

SUPPORT

The role will be supported by a part-time staff member responsible for database management and other finance/admin responsibilities. There is a cultivation and stewardship budget as well as support for ongoing professional development.

HOURS, COMPENSATION, AND BENEFITS

- Salary Range: \$65,000 - \$75,000
- Employment Classification: Full-time, exempt
- Remote office; the successful hire will be readily available for regular in-person meetings with staff, board, funders and prospects once the COVID-19 pandemic permits. Monthly remote work stipend provided.
- We currently cover 50% each employee's medical insurance premium in addition to partial dental, full vision, basic life insurance and long-term disability.
- PTO begins at 10 days per year (accrued) plus 10 days of paid holidays
- Professional Development support

The Atlanta Bicycle Coalition aims to foster an environment that recognizes, respects, and values different backgrounds and talents. We do not discriminate in our staff, board, volunteers, volunteer committees, or recipients of services, and will not tolerate unlawful discrimination or harassment on the basis of race, color, religion (including religious dress and grooming), sex, sexual orientation, gender identity, national origin, age, disability, military or veteran status, genetic information, or any other protected category. This policy applies to all terms and conditions of employment including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Work environment: Atlanta Bicycle Coalition is a fully remote office with staff based in and around the Atlanta Metro Area. Some meetings and events might require evening and weekend work hours.

Physical abilities: Must be able to adequately perform the responsibilities and duties outlined here. This is largely a sedentary role.

TO APPLY

Email a cover letter and resume to: Virginia Nugent (she/her/hers), Director of Operations, Susannah Darrow Consulting. virginia@susannahdarrow.com. SUBJECT LINE: Atlanta Bicycle Coalition Development Director.

In your cover letter, let us know the role that sustainability and transit plays in your own life. Please do not submit work samples unless requested. If you need accommodations in the hiring process, please be in touch and we can adapt accordingly.