

Central Florida Urban League

Job Title: VP, Development and Public Affairs	
Department: Development	Job Grade: 4
Revision Date: January 2016	Exempt

Position Overview:

Reporting to the President, the Vice President (VP), Development and Public Affairs serves as a key leadership team member and an active participant in making strategic decisions affecting the Central Florida Urban League (CFUL). In partnership with the President, the VP will be responsible for all internal and external communications, marketing, as well as, fundraising and development activities.

The VP will have primary responsibility for establishing and implementing the infrastructure needed to grow a \$5M budget through the solicitation of major gifts, federal and state grants, special events, and corporate and foundation support.

Development:

The VP, Development and Public Affairs will also design and implement a comprehensive plan for developing key external alliances by cultivating individual and philanthropic support.

The VP, Development and Public Affairs will have primary responsibility for establishing and implementing the infrastructure needed to grow a the charity's revenue through the solicitation of major gifts, federal and state grants, special events, as well as corporate and foundation support.

S/he will expand and diversify the Central Florida Urban League's donor base/pipeline and work closely with other team members to secure funding for new initiatives. In addition, the VP will work closely with the Board of Directors and support Board members as they undertake a more active fundraising role.

It is expected that in future years the amount raised by the Central Florida Urban League's will increase as the VP, Development and Public Affairs systematically and effectively strengthens the organization's overall fundraising capacity.

Communications and Marketing:

The VP, Development and Public Affairs will be solely responsible for all internal and external communications, including all social media management.

S/he will develop and implement a communications plan, focusing on traditional and social media, to ensure that the Central Florida Urban League is more visible in Central Florida. It is expected that the VP will fashion relationships with the local and State-wide media in order to pitch stories about the CFUL's efforts in the community. Furthermore, the VP will be responsible to respond to all media inquiries. S/he will also serve as a spokesperson for the CFUL, should the President and CEO not be available to comment on certain issue(s).

Internally, the VP will be responsible for the maintenance of the CFUL website as well as all social media. S/he will also be responsible for the CFUL's monthly newsletter, which is distributed to the Board of Directors and key stakeholders.

The VP will also be tasked with establishing an online digital media presence via YouTube or Vimeo. S/he will be responsible for the filming and editing of promotional videos and highlighting various CFUL events.

Essential Functions:

- Oversee all internal and external communications and marketing efforts;
- Support and partner with the President and board members in all major fundraising initiatives;
- Collaborate with the President to develop and implement Central Florida Urban League's financial strategy;
- Actively work with the President and senior staff to implement a comprehensive development strategy to include: corporate, foundation, and government grants;
- Assume primary responsibility for growth and execution of all proposals; including the writing of and archiving of all proposals with a long-term relationship-management approach;
- Oversee the research of funding sources and trends, in order to help position the Central Florida Urban League ahead of any and all evolving trends in funding;
- Monitor all donor information; provide and present statistical analysis to board and senior leaders;
- Develop and implement a stewardship program aimed at cultivating deeper ties with donors;
- Regularly monitor the and report on the progress of the development program;
- Identify, develop and mentor the development team.

The above does not constitute the only duties to be discharged by the incumbent. The successful candidate may be required to perform other additional duties as assigned.

Minimum Qualifications:

- Mandatory Bachelor's degree in the field of: Public Affairs, Public Relations, Journalism, or Marketing;
- A self starter and a *team player* who can productively engage with all levels of-staff within and outside of the Central Florida Urban League;
- High energy and passion for Central Florida Urban League's mission;
- Experience in a fast-paced professional environment, including demonstrated success in both communications and development is essential;
- Tangible experience expanding and cultivating existing donor relationships;
- A flexible and adaptable-leader who can positively impact both strategic and tactical fundraising initiatives
- Ability to construct, articulate, and implement annual strategic development plan;
- Strong organizational and time management skills with exceptional attention to detail;
- Customer focused
- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time.
- Fluency in: English and either: Spanish, French or Creole;
- Excellent communication skills, both written and oral;
- Experience in working with the media;

- Proficient in social media management and video filming and editing.

Computer Skills:

- Able to work with Windows and Apple operating systems;
- Basic web-design and HTML skills;
- Proficiency with:
 - Adobe Creative Suite
 - Microsoft Office Suite
 - Final Cut Pro

Other Knowledge, Skills & Abilities:

- Ability to manage projects to completion;
- A strategic thinker;
- Ability-to write great creative briefs;
- Proactive problem solver;
- Strong communication skills with clients, creative teams and vendors;
- Strong organizational skills.

Physical Demands:

- This position regularly requires the abilities of standing, walking, sitting, grasping, talking, hearing, seeing and depth perception;
- This position frequently requires the abilities of fingering or manual dexterity and repetitive finger motion;
- This position occasionally requires the ability to lift forces up to 10lbs. and reaching or stretching.

Work Environment:

- This position is an office environment with some exposure to outside fumes, odors, heat and/or weather conditions when traveling to and from business events.