



Job Title: Advancement Director
Reports To: Executive Director
FLSA Status: Exempt
Schedule: Full Time

SUMMARY:

Phoenixville Free Clinic is a free health care clinic serving the Greater Phoenixville Region. Our mission is to provide quality healthcare to the uninsured in an atmosphere that fosters dignity and respect for our patients. Phoenixville Free Clinic serves more than 1,500 patients per year, employs a team of full-time and part-time professionals, and utilizes volunteers in healthcare and public health to ensure we are meeting the needs of the community.

We are looking for someone to join our team as Advancement Director who will be responsible for developing, organizing, and directing all fundraising activities. The Advancement Director formulates and implements strategies for securing annual, major, and planned gifts, as well as grants, campaigns, donor stewardship, acquisition and retention, special events and volunteers.

The Advancement Director reports to the Executive Director and serves as an integral external ambassador and representative for Phoenixville Free Clinic. S/he works closely with the Executive Director, the Board and the Development Committee to manage fundraising goals, cultivate internal and external relationships and assist in new operational initiatives.

S/he initiates, implements, and regularly evaluates annual and long-range development plans to secure foundation/grant funding, corporate sponsorships, annual funds and annual appeal gifts. S/he oversees fundraising events and effectively coordinates fundraising activities and events with the Clinic's management team and assists with the start up and implementation of strategic and operational goals.

The Advancement Director is responsible for the fundraising activities which include but are not limited to:

- Events Management and Sponsorship Solicitation
- Donor Cultivation and Stewardship
- Grants/Foundations Submissions
- Annual Solicitations
- Volunteer Management/Cultivation
- Public Relations and Marketing activities

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Plan, administer, and implement all fundraising activities.
- Maintain an initiative-taking, creative leadership role in the identification, cultivation, and solicitation of individual, corporate and foundation contributions.
- Develop and maintain close working relationships with the philanthropic community, individual and corporate donors, sponsors, board members and volunteers.
- Research and identify potential grants/grantors and submit applications.
- Make donor stewardship a priority through regular communication with donors, such as handwritten notes, emails, and phone calls.
- Grow major gifts and planned giving programs.
- Plan and manage fundraising special events.
- Development of the Department budget, including income and expenditure projections.
- Maintain the donor database and compile financial, statistical, and informational reports.
- Participate as a member of the Development Committee.
- Create and develop all written materials such as appeals, newsletters and Annual Reports.
- Increase Community awareness of Phoenixville Free Clinic by participating in Community Events.
- Maintain Phoenixville Free Clinic's social media presence and campaigns on a regular basis.
- Maintain and update Phoenixville Free Clinic's website.
- Oversee and expand Phoenixville Free Clinic's volunteer fundraising program.
- Administrative duties as required.
- Work with clinical staff on a collaborative basis to compile patient stories to be used in marketing and grants.
- Perform other duties as assigned.

QUALIFICATIONS:

Experience and Education

Completion of a Bachelor's Degree in Business Administration, Communications or Marketing or related field from an accredited college or university, plus 2-5 years previous experience in fundraising, including the oversight of an annual event.

Skills and Aptitudes

1. Demonstrated ability to provide quality customer service to both internal and external customers.
2. Experience in organizing development-related projects from inception to final presentation.
3. Knowledge of:
 - a. Fundraising and Development methodologies and techniques.
 - b. Principles and practices of publicity, promotion, and public relations.
 - c. Community relations and the development and use of community services.
 - d. Development of analytical tools and reports for benchmarking and progress measurement for internal and external audiences.
4. Extremely strong:
 - a. Oral and written communication skills.
 - b. Organizational skills.

- c. Personal interaction with local giving community.
5. Maintain effective working relationships with other departments, staff, professionals from other Clinic departments, and the community.

Additional Requirements

- Basic working knowledge of Windows operating system and Microsoft® Office
- Ability to work on events and related functions.
- Ability to work with a website builder and email marketing program.
- Flexibility to work occasional weekends and evenings.
- Successful completion of a background check.
- Valid state driver's license.

PHYSICAL DEMANDS:

In compliance with the Americans with Disabilities Act, the following have been identified as physical requirements of the job:

- The employee must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. While performing the duties of this job, the employee is regularly required to talk and/or hear.
- The employee is frequently required to use hands and fingers to handle, reach or feel and manipulate objects or controls. The employee is frequently required to sit or stand for long periods of time and walk distances, as well as stoop, bend, kneel and crouch.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Phoenixville Free Clinic reserves the right to revise or change job duties and responsibilities as the need arises. This job description pertains to an "at will" position with the Phoenixville Free Clinic and in no way constitutes a written or implied contract of employment.