

BUFFALO SOCIETY OF NATURAL SCIENCES POSITION DESCRIPTION
DIRECTOR OF DEVELOPMENT AND EXTERNAL RELATIONS

Department: External Relations/Development
Position Title: Director of Development and External Relations
Primary Reporting Responsibility: President & CEO
Status: Full time/exempt
Department Head member

Summary of Position:

The Director of Development and External Relations has two major area of accountability: Fundraising and Marketing/Public Relations, both of which are heavily relationship based, and thus are closely linked with one another. These functions support the Buffalo Museum of Science and Tiff Nature Preserve.

Fundraising

The Director of Development and External Relations has accountability for leading the efforts to raise funds from government, foundation, corporate, and individual sources to meet and/or exceed annual goals. This he/she does in very close collaboration with the President & CEO, the Board of Managers, and the leadership team. The Director of Development will also be the lead team member to direct any capital campaign or funding based initiatives.

Marketing/PR

In this aspect of the position, he/she is responsible for creating and maintaining the public image of the Society, for developing and executing all marketing and PR plans to maximize attendance, for overseeing the creation of all marketing and sales materials (print, web, radio, TV, billboards, etc.), for all Society newsletters and other publications, and for the Society's membership program. He/She is expected to manage his/her staff in such a way that they develop both personally and professionally during their tenure with the Society, and that they attain excellence in all aspects of their work.

Essential Functions:

Fundraising

- Outline a donor and foundation engagement plan that keeps philanthropy as a constant focus in supporting the financial needs of the Society and its programs
- Develop annual plans and budgets that align with the Society's annual goals and objectives, monitor them on a monthly basis, and make adjustments as necessary
- Develop systems, policies and procedures that ensure that the daily operations of all development functions are efficient and effective and that these are transparent to others who need to know
- Actively cultivate and maintain critically important relationships that will result in fundraising that will meet the Society's goals; work closely with the President & CEO and Board of Managers in these endeavors

- Ensure that the Society is effective in securing grants and by supporting the application/proposal process as appropriate on a grant by grant basis
- Manage the application process for general operating funds, sponsorship and grants, including funds from Erie County and ZBGA
- Lead and coordinate annual board, staff, corporate and individual giving appeals
- Develop plans in partnership with the President & CEO and Board of Managers for capital campaigns and take the lead in seeing those through to completion
- Lead the creation of all fundraising materials

Marketing/PR

- Develop a marketing plan that supports the needs of other Society departments and ensures their ability for success and achievement of financial goals.
- Develop annual public relations plan that align with the Society's annual goals and objectives, monitor them on a monthly basis, and make adjustments as necessary
- Develop systems, policies and procedures that ensure that the daily operations of all marketing/PR functions are efficient and effective and that these are transparent to others who need to know
- Develop and maintain media relations that will ensure high visibility and improved public trust in the Society and the value it brings to the community
- Create and sustain a public image for the Society that portrays it as forward moving, innovative, and credible
- Lead the membership program efforts to include development of a renewed membership program; development and execution of all marketing and sales plans, materials and methods; membership communication vehicles; special events or other ways to show appreciation for the Society's members, and moving members to donors and program registrants
- Ensure that the Society has a recognized brand in the community that properly represents all aspects of the organization while maintaining consistency of message
- Oversee the writing of remarks for public speeches for the Chair of the Board, the President & CEO, and others on staff and board as necessary and appropriate

General

- Strong leadership and motivational skills
- Ability to positively contribute fully to cross departmental teams
- Grow and nurture a staff that is committed to the Society's vision and values (including paid staff, volunteers, and interns)
- Lead, direct, and manage staff, volunteers, and interns to perform to excellence
-

Education, Experience, Skills, and Qualities Required

- Minimum 5 years development experience
- Extraordinary interpersonal skills
- Ability to listen well, speak well, and write well
- Strong and creative presentation skills

- Exemplary critical thinking skills and decision making practices
- A working knowledge of all forms of media with an ability to direct the work of a wide variety of outside contractors in this regard
- Ability to strategically prioritize and organize work of self and others
- An ability to facilitate consensus and/or compromise
- Competency with Microsoft Office (Word, Outlook, and Excel in particular) and Blackbaud Raiser's Edge

Physical Demand

- Sitting for long periods each day
- Reading printed material and computer screens regularly throughout the day
- Hearing and talking with people inside and outside the organization either in person or on the telephone routinely on a daily basis
- Manual operation of a computer keyboard daily
- Moving around and between the Society's sites on a daily basis
- Able to drive

Deadline for response is Friday, February 3rd. Send a cover letter, resume and salary history to the attention of Mark Mortenson at mmortenson@sciencebuff.org. No phone calls, please.