

WHAS Crusade for Children

Director of Millennial Engagement/Philanthropy (Full-time/Exempt)

General Summary:

The Director of Millennial Engagement/Philanthropy is responsible for developing and implementing plans to increase annual revenue, with a focus on growing a sustained base of millennial donors and volunteers. The primary objective is to initiate and build relationships with individuals and corporate partnerships that generate major gifts. This individual will collaborate with fire departments and other organizations to encourage participation. The Director of Millennial Engagement/Philanthropy reports to the Chief Executive Officer.

The ideal candidate will have proven, successful experience in identifying, developing and managing donor relationships. This individual will have a passion for serving, outstanding organizational skills, creativity, as well as the ability to work independently and collaboratively as a team. A genuine commitment to the mission and values of the WHAS Crusade for Children is essential.

Major Job Duties/Responsibilities:

Essential Functions:

- Develop and execute a comprehensive strategy for annual revenue growth, with a sustained base of individual donors and a focus on millennial givers
- Develop, manage and implement strategies to identify, cultivate and solicit corporate partners for payroll deduction campaigns, sponsorships and donation opportunities
- Develop and maintain networking relationships with corporations and civic groups in community/region who specifically target young professionals
- Joint calling with other staff to cultivate and nurture relationships, including donors, volunteers and those collecting, or wanting to collect, on behalf of the Crusade
- Support board members, staff and volunteers to assist in implementation of development activities, programs and social media outreach
- Coordinate efforts and direction for young professional board of the Crusade
- Maintain high visibility as spokesperson, presenter and advocate of the Crusade mission
- Provide detailed reports regarding strategies, progress and evaluation of efforts
- Attend staff, board and community meetings as necessary
- Assist in Crusade events and fundraisers as needed
- Complete other duties as assigned by CEO

Requisite Skills:

- Belief and passion for our mission to improve the lives of children with special needs
- Proven ability to initiate and build effective relationships with prospects and donors
- Assemble, organize and present information in a compelling fashion that inspires vision and a sense of core purpose
- Excellent interpersonal skills, able to work both independently and collaboratively as a team
- Communicate effectively through both writing and speaking
- Self-motivated and able to multitask a varied work load with multiple simultaneous projects
- Problem-solving skills using creative approaches and strategic thinking
- Attention to detail, able to manage time and meet deadlines
- Familiarity and comfort level with community profile, including community leaders, businesses, agencies and fire departments is a huge plus

Qualifications:

- Bachelor's degree in public relations, communications, marketing or related field
- 5 years of progressively responsible experience with a proven track record related to philanthropy and relationship development
- Proficient in Microsoft Office and related software and various social media platforms
- Knowledge of Raiser's Edge donor software a plus
- Knowledge of HTML, website publishing and social media platforms helpful
- Flexible to work occasional non-traditional schedule and travel throughout state/region

To apply:

Send resume and cover Letter to:

WHAS Crusade for Children
Position Search Committee
c/o President & CEO
520 W. Chestnut Street
Louisville, KY 40202