



Since 1997, Shepherd's Hope has provided free medical services to the uninsured and underinsured in Central Florida by encompassing all faiths and serving all faiths. Today, 23 years later, Shepherd's Hope has evolved to five free-standing health centers, in Orange and Seminole Counties, that cumulatively have provided more than 275,000 free, primary care and specialty care patient visits to uninsured men, women and children across Central Florida. A dedicated group of 2,800 licensed medical and general volunteers, three community hospital systems, 100 diagnostic/surgical providers and 23 multi-faith partners worked collaboratively in 2019 to provide more than 19,000 free patient visits and medical services to the uninsured, creating a beautiful collaboration that has Central Florida's own Shepherd's Hope regarded nationally as an exemplary model of healthcare.

**Position:** Director of Philanthropy  
**Start Date:** Immediate  
**Salary:** Minimum salary is \$60,000; actual salary will depend on experience and qualifications  
**Hours:** Full-Time – Monday through Friday  
**Location:** Shepherd's Hope Administrative Offices, 455 9<sup>th</sup> Street, Winter Garden

**Preferred Qualifications:**

- A Bachelor's Degree in Business Administration, Nonprofit Management, Communications, Marketing or a related field required. A Master's Degree preferred. CFRE credential is highly desirable.
- Five (5) years of progressive experience in planning and implementing a robust philanthropic plan and community relations/brand management campaigns advancing growth in \$2 million or larger organization with at least three (3) years of administrative/ management experience directing all aspects of a comprehensive Fund Development Department with demonstrated success.
- Essential traits include strong oral and written communication, strong interpersonal skills and excellent organizational ability. Proven problem solving ability, time management skills and supervisory experience are required. Management experience in an entrepreneurial, collaborative culture where results depend on teamwork.

**Position Summary:**

Advocates mission and vision. Is to collaborate with individuals, families and communities to shape creative solutions to providing access to healthcare for the uninsured. The Director of Philanthropy and Communications will be responsible for inspiring and motivating engagement in Shepherd's Hope. Shepherd's Hope seeks a creative, collaborative, results-driven Director with a proven record providing innovative oversight of a fundraising department. This role has four key objectives: The Director will manage the budget with the drive to exceed budget goals.

- Plan, execute, lead and manage a comprehensive effort to grow contributed revenue.
- Direct a book of business that includes growing individual, corporate and foundation funds raised.
- Achieve fully integrated philanthropy and communications across the organization.
- Build external relations and recognition through promoting, enhancing and protecting the Shepherd's Hope brand.

The Director is responsible for developing and implementing innovative high touch fundraising and communications activities. The individual must be both forward thinking and tactical, requiring the ability to think big while minding all the details to ensure revenue and communication milestones are achieved. The Director must be a perceptive project manager who is comfortable managing multiple projects with exceptional details on varying timelines as well as work collaboratively to achieve simultaneous deadlines and goals. This role will report to and work closely with the President/CEO, in addition to collaborating with other staff to coordinate organizational communications and support.

## **Responsibilities and Duties**

Devising and updating engagement and revenue strategies in collaboration with the other members of the Philanthropy/Communications team and President/CEO to accomplish the organizations goals, including stellar donor relations, new leads and financial opportunities.

Executing and managing annual cultivation programs and special events assigned to this positions book of business with the purpose of building and cultivating relationships, brand awareness, renewing and growing gifts and generating revenue aligned with budgeted target and stretch goals. Current events include Famous Faces, Call to Hope, point of entry events, and all other events as assigned or determined. Working with the Volunteer Program Manager and other internal departments to coordinate and manage volunteers for events, community outreach and engagement programs as needed.

Seek strategic opportunities, new funding and in-kind partners for event development and collaboration working closely with internal team members, board members, stakeholders and community partners.

Develop a tactical plan that sustains and grows all levels of the annual and recurring giving including administration, management and oversight of Donor Perfect, One Cause and other database systems, billing, pledge processes and close outs, donor cultivation and retention management.

Manage assigned aspects of development and communication operations and revenue tracking by managing weekly gift processing and timely acknowledgement letters. Oversee and manage the data input, monthly reconciliations and ensure data integrity and accuracy in all records and reports in Donor Perfect and other data applications. This includes enforcing and developing policy and procedures.

Oversee donor stewardship plans by implementing new and meaningful ideas to connect donors and foster relationships.

Work closely with team members to collect, organize, and share compelling opportunities, stories and programs. Develop creative and mission-centric fundraising messaging that articulates our need and special role in the community.

Prepare all donor cultivation and solicitation materials by gathering new stories or adapting messaging as needed relative to donors and volunteers. Supporting and coordinating marketing and communication efforts for the agency as related to events, donor development and retention, brand awareness and other areas as required.

Develop an annual philanthropic and communications plan/calendar with agreed upon measurable goals by the President/CEO. Manage content plan, design and coordinate collateral including electronic, social media and print communications. Draft, design and see to the execution of external communications and materials on time and on budget.

## **Qualifications and Skills**

- A drive to improve the health and circumstance of the people and community Shepherd's Hope serves.
- Solid knowledge of generally accepted business, social practices, protocols, and ability to interact with businesses, vendors, general public and donors.
- Solid knowledge of philanthropic programming including but not limited to annual fund programming, major gifts, grants management, donor acquisition, donor retention, not-for-profit regulatory standards and best practice rules associated with donor stewardship and charitable giving. General knowledge of grants management, capital campaign and planned giving tools, tactics and strategies.
- Excellent verbal and written communication skills.
- Experience in marketing and communications helpful
- Strong relationship building skills
- Ability to manage multiple projects, priorities, and deadlines
- Ability to work with people of diverse backgrounds
- Strong customer/member services skills
- Excellent follow-up skills
- Uphold confidentiality
- Good problem-solving skills

- Ability to exercise sound judgment
- Ability to make timely decisions
- Proven ability to work collaboratively with others
- Solid organizational and analytical skills
- Ability to excel in fast-paced, changing, and challenging environments
- Strong computer competency and document management skills with excellent skills in excel and with preferred donor database systems (Donor Perfect preferably)

**Qualifications:**

- Computer proficiency in Microsoft Office Suite (e.g., Word, Excel, Outlook and Power Point), including the ability to create tracking spreadsheets and update formulas in Excel documents.
- Experience with online social media tools including Facebook, Twitter, Instagram and Hoot suite desirable.
- Demonstrated experience with database and customer relations management software (experience with Donor Perfect preferred).
- Skills with Photoshop, InDesign, Constant Contact, and web-based applications helpful but not required.
- Organized, efficient, reliable and detail-oriented with strong interpersonal skills and a commitment to teamwork.
- Previous non-profit experience required.
- Will be required to work evenings and/or weekends for special events and to meet deadlines.
- Excellent verbal and written communication skills.
- Self-motivated with the ability to inspire internal and external teams and attract new supporters

**Benefits:**

- Medical, dental and vision benefits
- Paid Leave and Holidays
- 401K Plan

Qualified applicants may respond to this posting with a resume and cover letter to [hr@shepherdshope.org](mailto:hr@shepherdshope.org)