

PROGRAM: External Relations
POSITION: Senior Director of External Relations
REPORTS TO: Chief Development Officer

STATUS: FT-Salaried

RESPONSIBILITIES AND REQUIREMENTS:

The Sr. Director of External Relations, based in Louisville, KY, is responsible for promoting awareness and securing financial support for Volunteers of America programs in VOA's chartered territory. Primary responsibilities include engaging new and existing donors in the mission of VOA and stewarding gifts in a strategic and effective manner. Reporting to the Louisville, Kentucky headquarters, the Sr. Director builds key relationships through participation in civic organizations, interactions with government officials and the media, and cultivation of potential and existing partners, volunteers and donors of Volunteers of America Mid-States. The position leads a local advisory council in order to advance the success of programs in communities served by Volunteers of America.

PRINCIPAL ACTIVITIES:

1. Assist in planning and executing the annual major gifts plan generating support from individuals, corporations, and foundations to meet individual and agency goals.
2. Develop and maintain ongoing relationships with major donors and large sustained base of annual individual donors.
3. Plan, direct and implement high impact special events.
4. Research, identify, and cultivate new donors in keeping with VOA's approach to relationship development.
5. Recruit and support local advisory board and VOA Board of Directors members to assist in building awareness of programs and in fundraising efforts.
6. Partner with other VOA leaders for market development and community engagement.
7. Travel as needed to meet with donors, staff, and external relations team members.
8. Performance Quality Improvement (PQI) duties as assigned by supervision & PQI Committee.

QUALIFICATIONS:

The position requires a Bachelor's Degree in a related field of study and a minimum of five years of fund development experience. A Master's Degree is preferred. A superior command of persuasive speaking and excellent writing skills are required. A passion for the VOA mission is required and an ability to articulate the values and mission alignment that motivates and drives success is essential. Familiarity with program areas such as housing and homelessness, addiction recovery, HIV/AIDS prevention and services, services for persons with developmental disabilities, Restorative Justice and/or services for veterans is preferred. The successful candidate will have a successful track record of working collaboratively with a wide range of internal and external customers and stakeholders. He/she will also have a proven track record of getting results in a fast paced environment. High level Microsoft Office Skills are essential, including specifically Word, Excel, Project, and Raiser's Edge Database.

RESULTS:

1. Build and maintain a positive brand for Volunteers of America.
2. Increase revenue and number of donors, with primary focus on Kentucky and Clark and Floyd Counties Indiana.
3. Successfully cultivate and direct stewardship of existing donors.
4. Successfully execute high impact special events.
5. To model agency core values of integrity, compassion, diversity, commitment & justice to

ESSENTIAL LEADERSHIP COMPETENCIES

The Sr. Director of External Relations must integrate the following leadership competencies into their job performance:

1. Independent problem solving – proactively looks for potential issues and resolves them before they can impact the organization.
2. Executive maturity – demonstrates commitment to doing what is right; removes self-interest from situations.
3. Passion for getting organizational results – demonstrates commitment to doing what is right for the organization and supportive of the mission.
4. Critical thinking skills – understands complicated issues quickly and accurately and get to the root of issues.
5. Inspirational coach and leader – demonstrates positive, enabling leadership and lives organizational values.

APPROVED BY: CEO	EFFECTIVE DATE: 04/01/21
REVISION DATE: 03/28/21	EXEMPT: X NON-EXEMPT

Volunteers of America is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Internally Developed Trainings for ALL Employees to Take Annually:

New Employee Orientation PowerPoint, Video, & Test
Blood Borne Pathogens Video & Test
The Plus of Us Diversity Training for Employees & Test
Basic Behavior Support Mgmt Training
Agency Policy Manual Review & Post-Test
HR Policy Manual Review & Post-Test
PQI Orientation PowerPoint & Test
Customer Service PowerPoint, Video & Test
COA Organization-Wide Training
Emergency Preparedness & Response Plan

Professional Produced Training Videos for Management Employees – Annual

The Power of Positive Discipline
Managing Ethics
Legal Survival Skills for the Modern Manager
Performance Appraisals: Getting Results
Safe Hiring: How You Can Avoid Bad Hires
Sexual Harassment: A Commonsense Approach