

Drive a Senior Southwest Position Description - Outreach and Development Manager

This is an excellent opportunity to use your experience to help our rapidly growing population of older non-driving adults to enjoy healthy and active aging. Drive a Senior Southwest provides free rides to eligible adults over 60 who enroll in our program to help them live independently as long as they can and desire. In ten years, we have grown from 226 rides to over 5,500 rides in 2018. This new Outreach and Development Manager will be responsible for engaging with individuals, organizations, businesses and churches to increase awareness, impact and financial support of our mission. This part-time position coordinates with the organization's staff and reports to the Board's Outreach & Development Committee Chair.

Specific responsibilities include:

1. Program Initiatives

- Working with the Outreach & Development Committee and staff, lead the development and implementation of the Dripping Springs expansion plan and present to the Board for approval within the first 45 days of employment
- Work with the Board and staff to recruit new volunteers
- Work with staff to enroll and impact more vulnerable seniors living in the communities we serve
- Expand donor and grantor base

2. Marketing and Communications

- Lead and manage the development and execution of a month-by-month Marketing and Communications Plan that includes web assets, email marketing, social media, media relations, printed collateral, events and direct mail
- Present the Marketing and Communications Plan for Board approval within the first 45 days of employment
- Become the "face" of Drive a Senior Southwest in the communities we serve
- Manage the development of Spanish and other language collateral as needed

3. Fundraising/Grant Writing

- Work with Outreach & Marketing Board Committee to develop and implement a Fundraising Plan consistent with the board-approved annual financial budget
- Present Fundraising Plan to Board for approval within the first 45 days of employment
- Responsible for achieving/overachieving revenue goals through diligent execution of Fundraising Plan
- Work with staff, Board and Network grant writer to develop grant proposal strategies and participate in grant writing
- Coordinate reporting to funding organizations with Finance & Data Manager and Operations Manager

4. Relationship Management

- Initiate and build relationships with major donors/prospects, including foundations, churches, corporations and state and local governments in conjunction with the Board of Directors
- Utilize Salesforce to capture all activities, new contacts and donations on an on-going basis
- Engage with community organizations, e.g. local Chamber of Commerce, business to business networking groups oriented to senior needs
- Maintain the visibility of Drive a Senior Southwest by partnering with diverse community groups
- Regularly check the organization's P.O. Box and be responsible for donor thank you notes are written in a timely manner and entered into SalesForce; coordinate with Finance & Data Manager to use/modify previous process for sharing the P.O. Box

5. Financial Management

- Responsible for operating within the approved budget, ensuring maximum resource utilization, and good stewardship of donations
- In conjunction with staff, develop budget and monitor/report/recommend revisions to the Board
- Enter donations into SalesForce and provide a monthly reconciliation to the financial statements provided by the Finance & Data Manager

6. Board Support

- Provide to Board a monthly Work Plan update and year-to-date and full-year revenue forecast
- Maintain regular communications with the Outreach and Development Committee
- Assist in building a strong Board of Directors by identifying potential Board members during outreach and relationship management activities.
- Participate in goal-setting and performance review at least annually with the Board

7. Media and Community Relations

- Serve as the primary media contact for Drive a Senior Southwest

Qualifications Needed:

- Experience in non-profit fundraising with individuals, corporations, community partners and foundations
- Strong personal organization and project coordination skills
- Excellent written, verbal, public speaking and presentation skills
- Strong networking and relationship initiation skills
- Ability to communicate and collaborate effectively with fellow staff members, donors, community partners, businesses and Board members
- Demonstration of cultural awareness, sensitivity and competency.
- Proficient user of Microsoft Office (especially Word, PowerPoint, and Excel), Dropbox, and Google Docs
- Proficient user of Facebook
- Familiar with WordPress
- Email marketing experience – Mail Chimp

- Ability to meet deadlines consistently, work independently, multi-task and manage time effectively in a virtual office environment

Qualifications Preferred:

- Bi-lingual
- Proficient user of Salesforce
- Experience with grant writing and foundation proposals
- Experience managing staff, volunteers and/or vendors

Location:

- Drive a Senior Southwest is a virtual work environment with employees working out of their home offices. Our mailbox is 3801 N. Capital of Texas Hwy #E240-77, Austin, TX 78746. Meetings are typically held in the Westlake area.

Hours:

- 30 hours/week on average. May grow into a full-time position.
- Some evening work may be required

Compensation:

- 30 hours/week on average. Virtual office. Could become full time position
- Competitive salary based upon qualifications and experience; estimated \$3,100-4,100 + bonus opportunity of up to 10% based upon overachievement of specific revenue goals established in the Fundraising Plan
- Paid vacation days and personal emergency/sick leave; no health insurance

Drive a Senior Southwest is committed to a policy of equal treatment and opportunity. To apply, please submit resume, a cover letter describing your interest and qualifications for the position, and a list of three references via e-mail to *development-sw@driveasenior.org*