



DIVERSIFIED COMMUNITY SERVICES

DIRECTOR OF DEVELOPMENT

Diversified Community Services (DCS)

Job Opening

DCS Overview

Diversified Community Services is a deeply-embedded neighborhood based nonprofit agency serving nearly 5,000 children, youth, adults, and families in the Point Breeze section of South Philadelphia. Diversified is a multi-purpose social service agency emphasizing education and skill-building while providing early childhood education as an integral function of its mission to serve Point Breeze's low-income community.

Diversified has been providing a comprehensive array of services to children and adults in the Point Breeze neighborhood of South Philadelphia for over a century. Services include:

- **For young children:** Early childhood education
- **For school-age youth:** Out-of-school time programming (after school and summer camp); and case management for at risk youth
- **For adults:** Employment training, parenting education, energy assistance programs, housing counseling programs, and financial literacy; and
- **For the community at large:** Affordable housing and community economic development

Diversified employs a two generation strategy with the goal of improving the lives of families in one of Philadelphia's poorest neighborhoods. The Point Breeze neighborhood has a reported 37% poverty rate, which soars above the City's reported poverty rate of 26%. The two generation strategy is a comprehensive approach that addresses the short term impact of family financial stability through workforce training and the long term impact of quality early childhood education on family self-sufficiency.

Position Understanding

Diversified Community Services has been growing steadily and is now seeking to dramatically accelerate growth and impact. This position is a key member of the Executive Management Team and responsible for the successful leadership and management of their department and organization. In this role the position will participate and collaborate with strategic direction and decisions for Diversified Community Services.

Reporting to the Executive Director, the Director of Development will have extensive experience in helping community based nonprofits assess, plan for, and then build and diversify their revenue mix, especially in the areas of individual donors, special events, and online/social media fundraising.

Job Description

The Director of Development will have a detailed understanding of the human services, education, employment, health, food and housing systems in Philadelphia. S/he should have extensive experience in strategic and development planning, and successful fundraising implementation through outsourced support. The Director of Development will also have extensive experience in helping community based nonprofits assess, plan for, and then build and diversify their revenue mix. Responsibilities will include:

- Working collaboratively with DCS board of directors and leadership team to confirm and prioritize initial action plans for events, foundation, corporate, individual and discretionary government fundraising efforts over the remainder of the contract phase, and over the coming year.
- Serving as manager and coordinator of DCS' development activities, developing and managing work plans, participating in status calls and meetings, and coordinating between executive, financial and program staff or others as needed to facilitate fundraising activities.
- Using case statements to create a set of template materials to be used in fundraising. These materials would include a proposal template, talking points for outreach to funders and potential donors, targeted solicitation and campaign materials, etc. This work would include guidance on website copy related to development in coordination with DCS' communication strategist.
- Assuring that DCS staff – to include program, financial and other non-development staff– understand the goals of the plan, their roles in supporting fundraising, and how to effectively use the campaign materials created by hosting training workshops that defines and encourages a systems-wide approach.
- Continuously updating and managing DCS' overall grants calendar to assure that it has one central, continually updated document that includes all projected proposal submissions organized by deadline and submission date.
- Advising DCS on how best to initiate contact, respond to questions and/or follow up with each funder. Adapt and prepare speaking notes and presentation materials to be used in meetings with prospective funders. As desired by DCS leadership, accompany DCS' leadership to meetings with funders.
- Continually monitoring for any new funding opportunities that may fall within DCS' core areas, and bring them to the attention of DCS leadership and staff.

- Advising and providing hands-on assistance with individual giving opportunities as determined during the development planning phase. This work may include:
 - Work with DCS leadership team to prioritize donor funding strategies and prospects to approach;
 - Serve as strategist and staff support to DCS board and staff in solicitation efforts, providing ongoing coaching and strategic guidance to assure that staff and solicitors feel comfortable and are prepared to fulfill their respective roles in fundraising;
 - Assist in conceptualizing, drafting and developing solicitation packages;
 - Advise DCS leadership on soliciting support from donors, e.g., confirming target request amounts, researching prospects, adapting speaking notes for outreach and face-to-face solicitation meetings, and advising on appropriate follow-up;
 - Help DCS to identify and prospect new potential donors through cultivation campaigns and events, developing approach strategies for each individual target;
 - Advise DCS on ongoing strategies for donor stewardship, visibility raising, and recognition (e.g.: appropriate naming opportunities; strategic communications coordination; presentations to religious congregations and corporate volunteer programs; and other events/activities); and
 - Advise on database and other recordkeeping to assist in DCS' evaluation of individual giving efforts.

Required Knowledge, Skills and Abilities

- Ability to identify DCS' fundraising potential from individuals, foundations, corporations and discretionary public funds over time;
- Experience establishing a positioning strategy and case for support targeted to each revenue type;
- Experience identifying the types of individuals, and particular foundations, corporations and public sector sources to target;
- Ability to recommend optimal fundraising structure, staffing and roles for DCS leaders;
- Provide DCS with an action-oriented strategy for securing funds; and
- Provide strategic counsel, hands-on assistance, and coordination support in launching and implementing an initial fundraising campaign.

Other Skills

- Ability to use MS Office, Word, Excel, Outlook, and Power Point.
- Experience and proficiency in using social media and other online tools for fundraising.
- Excellent phone skills; pleasant and patient demeanor.

- Must have the ability to communicate with all levels of the organization.
- Candidate must possess a high degree of self-reliance who can excel both independently and as a team player.

Minimum Education and Experience

- Bachelor’s degree required in related field; Master’s preferred.
- Four years or more of development experience, including individual donor appeals, events, online and social media fundraising, and grant writing.
- Ability to identify DCS’ fundraising potential from individuals, events, foundations, corporations and discretionary public funds over time;
- Experience establishing a positioning strategy and case for support targeted to each revenue type;
- Experience identifying the types of events, individuals, and particular foundations, corporations and public sector sources to target;
- Ability to recommend optimal fundraising structure, staffing and roles for DCS leaders;
- Provide DCS with an action-oriented strategy for securing funds; and
- Provide strategic counsel, hands-on assistance, and coordination support in launching and implementing an initial fundraising campaign.
- Provide all aspects of fundraising event planning, management, and implementation with support from Board members and volunteers.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies to perform the essential functions of this position.

- **Problem solving**—the individual identifies and resolves problems in a timely manner and gathers and analyzes information skillfully.
- **Oral communication**—the individual speaks clearly and persuasively in positive or negative situations, demonstrates group presentation skills and conducts meetings.
- **Judgment**—the individual displays willingness to make decisions, exhibits sound and accurate judgment and makes timely decisions.
- **Planning/organizing**—the individual prioritizes and plans work activities, uses time efficiently and develops realistic action plans.
- **Management skills**—the individual includes staff in planning, decision-making, facilitating and process improvement; makes him/herself available to staff; provides regular performance feedback; and develops subordinates’ skills and encourages growth.

Work Location

This position is located at 1529 S. 22nd Street, Philadelphia, PA 19146.

Interested applicants should send a cover letter, resume, one (1) writing sample, and three (3) references to Pat McClay at pmcclay@dcsphila.org, or mail to 1529 S. 22nd Street, Philadelphia, PA 19146.