



Position Description

Assistant Director of Development

June 2024

EXECUTIVE SUMMARY

Horizons Atlanta (HA) seeks an experienced Assistant Director of Development (ADOD) to support the Director of Development (DOD), Executive Director (ED) and Board of Directors with the execution of a strategic, cohesive, and systematic advancement program to broaden HA's development, outreach, and stakeholder relations activities. The role includes leading the planning and performing of key tasks to increase and diversify our donor base and strategically elevate the Horizons Atlanta brand in the education and philanthropic communities.

This position reports to the DOD and will maintain excellent internal and external stakeholder relationships for the purpose of organizational resource advancement.

Agency Mission & Reach:

As an affiliate of Horizons National, HA provides an academic enrichment program for students facing inequities in education for students by instilling in them the joy of learning, the skills for success, and the inspiration to realize their dreams. HA is a community-centered summer learning program that has been proven to close the opportunity gap. Every child in Atlanta, regardless of background, should have the same chance at positively impacting their community. We provide this opportunity by eliminating the critical barriers to success that many of our children face, thus putting them on the path to:

- Read proficiently by the end of third grade,
- Achieve eighth-grade math proficiency.
- Build swimming skills and confidence.
- Graduate from high school, college, and/or career ready.

POSITION OVERVIEW

In this role, you will oversee:

Donor Prospecting and Solicitation

- Expand and manage a portfolio of foundation, government (up to \$25,000) and individual (up to \$2,499) donors, including prospecting, grant application, proposal development and solicitation
- Provide research support for all potential foundation opportunities
- Maintain an active schedule of solicitation, cultivation, and stewardship calls to donors and new prospects.
- Create and promote opportunities for volunteers, including developing pathways to philanthropy

Donor Stewardship



- Cultivate relationships with donors in the ADOD's portfolio through correspondence, phone calls, virtual and in-person meetings, and other contacts
- Create additional donor engagement programs (recognition opportunities, events, gifts, and marketing efforts) to deepen relationships with individual donors
- Produce and submit detailed partnership reports for our lead partners that communicate key objectives, programming, results, and impact of the partnership, including but not limited to grant reports and donor gift acknowledgements
- Work closely with the DOD on 100% Club (donor recognition program) stewardship activities as well as other key marketing initiatives (brochure development, videos, press releases, etc.)

Event Planning & Management

- Assist the DOD in producing Horizons Honors, our annual fundraising and scholar recognition event
- Plan and execute all annual online donation event campaigns (Horizons Giving Day, GA Gives Day, social media, etc.)
- Coordinate logistics for donor stewardship events (100% Club recruitment, etc.)
- Evaluate, plan and execute community-sponsored fundraising events (percentage nights,, shopping events, etc.) or other one-time fundraising events

Site Level Fundraising Support

- In concert with each program site director, develop an annual site-level fundraising strategy to secure funds towards the site level percentage contribution to program budgets
- Provide fundraising support to sites, including but not limited to grant writing, marketing toolkits, collateral review, solicitation templates, including in region-wide communications, etc.
- Support the planning and hosting of Visitors Days at each site to maximize stakeholder and donor engagement opportunities

General Development and Administrative Support

- Maintain foundation and corporate grant calendar to track application and report dates
- Assist the DOD in maintaining data and reporting in donor CRM application (Bloomerang)
- Support other regional team member initiatives (Annual Report, newsletters, program impact compilation and reporting, etc.)
- Assist with mailings for campaigns and stewardship efforts.
- Manage gift entry process in CRM and Quickbooks



Candidate Qualifications

- Bachelor's degree required
- Minimum of 4 years of professional fundraising experience in complex advancement and donor engagement programs
- Demonstrated success in fundraising, including a history of soliciting/securing five-figure gifts
- Direct individual donor identification, cultivation, and solicitation experience

We're looking for someone who:

Has successfully secured five-figure gifts.

Possesses a deep understanding of developing and maintaining productive working relationships with a wide range of internal and external stakeholders (e.g., senior corporate executives, school presidents, Horizons parents, Board of Directors, site directors, and educators).

Is an analytical thinker who can effectively communicate our mission of providing life-changing academic and enrichment programs to underserved children.

Has exceptional writing, communication and relationship-building skills, with the ability to influence and inspire others.

Is passionate about creating a positive and inclusive work environment where all employees feel valued and empowered.

Has accounting experience.

Possesses extreme attention to detail.

REQUIREMENTS

- A bachelor's degree is required (preferably in marketing, communications, business, or other relevant area).
- Minimum of 4 years of professional fundraising leadership experience in complex advancement and donor engagement programs.
- Direct donor identification, cultivation, and solicitation experience.
- Foundation relationships and grant writing experience.
- Persuasive public speaking, written, and verbal communication skills.
- Proficiency in Microsoft Excel, PowerPoint, and Word (or Google Suites alternatives).



- Familiarity with donor CRMs and electronic communication technology (MailChimp).
- Excellent planning and organizational skills, detail-oriented, and demonstrated ability to manage deadlines and multiple ongoing projects from start to finish.
- Ability to manage ambiguity and multiple priorities inherent in a fast-paced entrepreneurial environment.
- Servant leadership orientation.
- Commitment to Horizons Atlanta's mission.

APPLICATION PROCESS

Interested candidates should submit a cover letter and resume to:

info@horizonsatlanta.org

Attn: Meredith Johnson, Executive Director

COMPENSATION

Salary for this position is competitive and based on prior experience. A competitive benefits stipend will also be offered.