



▶ victoryjunction.org | 336.498.9055

4500 Adam's Way • Randleman, NC 27317

Job Title: Director of Integrated and Broad-Based Fundraising

Job Type: Full-Time

Direct Report: Chief Development Officer

FLSA Status: Exempt

Introduction

Located in Randleman, NC, Victory Junction is a camp for children with serious illnesses and chronic medical conditions. Annually, Victory Junction delivers over 10,000 camp experiences through on-site and off-site programming. Because of the generosity of our donors, all these experiences are delivered at no cost to families! The strength of Victory Junction's integrated and broad-based fundraising campaign is vital for fundraising success which is paramount for delivering camp experiences.

Roles & Responsibilities

Coordinating multiple solicitation and communication strategies, channels, and tools, the Director of Integrated and Broad-Based Fundraising is primarily responsible for creating strategy and activating Victory Junction's broad-based solicitations campaigns and broad-based fundraising communications for the purposes of fundraising success.

The successful candidate for this role is highly motivated, enthusiastic about the mission of Victory Junction, results driven, and able to work independently with plans that are both directed and self-initiated. The successful candidate will also positively contribute to a culture of high standards, teamwork, respect, empowerment and safety; exhibit growth and results that meet, or exceed, goals and objectives; expand donor diversity; develop relationships with existing donors and prospective donors; and take initiative to be solution driven in a donor-centered culture of philanthropy.

Using a consistent multi-media and omni-channel approach to identify, solicit, acquire, retain, and upgrade donors who give annually, the Director of Integrated and Broad-Based Fundraising will

- work with development colleagues and across departments (specifically the Marketing department) to support overall organizational fundraising, cultivation, and stewardship strategies,



▶ victoryjunction.org | 336.498.9055

4500 Adam's Way • Randleman, NC 27317

- be expected to discover giving trends and patterns – leveraging that information to tell stories, inform future strategies, and move donors through the engagement and fundraising cycle,
- strengthen the donor acknowledgement and stewardship process, and
- contribute to overall development strategies to support institutional fundraising goals.

The Director of Integrated and Broad-Based Fundraising will also be responsible for

- managing vendor relationships,
- developing digital, print and web-based strategies and content for targeted fundraising campaigns,
- creating shared team schedules and production calendars,
- working with the Chief Development Officer (CDO) (and Development team) and Director of Marketing and Communications (DMC) (and Marketing team) to create cross-functional, inter-departmental opportunities that drive and enhance broad-based solicitations and fundraising communications through digital and print strategies,
- working with the DMC to create advertising campaigns for print and digital mediums, social media and Google Ads,
- assisting with social media content creation for the purposes of fundraising, cultivation and stewardship,
- generating content for monthly electronic newsletters,
- using Raiser's Edge, intermediaries, and any other ancillary tools, to manage broad-based annual giving appeals,
- managing a budget for all collaterals and plans related to broad-based annual fund solicitations, acknowledgment, and some stewardship,
- contributing to the Development Office annual strategic planning process,
- sharing oversight of the annual report to donors,
- attending, and assisting with, fundraising events, camp activities and tours as needed,
- staying current on trends in broad-based appeals, and
- other duties as assigned by the Chief Development Officer.

Experience, Competencies, and Proficiencies

Priority consideration will be given to candidates who are innovative and who are strong writers. A writing sample is required. The successful candidate must

- have previous nonprofit, fundraising experience - including 5+ years of increasing responsibility in a development office in the fundraising field (specifically with broad-based appeals),



▶ victoryjunction.org | 336.498.9055

4500 Adam's Way • Randleman, NC 27317

- possess strong knowledgebase of annual giving programs and trends,
- be able to work independently, and as directed, with achieved success in a team environment,
- use discretion and maintain high levels of confidentiality and professionalism,
- have strong donor-centered communication skills,
- have demonstrated strong verbal and written skills,
- have experience with Blackbaud/Raiser's Edge database and NXT,
- have experience with fundraising intermediaries, workplace giving and matching gift platforms,
- have strong organization and planning skills and be detail oriented with the ability to coordinate multiple donor moves management plans and multi-media, omni-channel fundraising campaigns, and
- be available to travel, as necessary.

Victory Junction works in the Microsoft environment and a working knowledge of products related to Office 365 is required. The physical development office environment is an open floor plan and noise level is moderate. Please submit a cover letter and resume to Frances Beasley, Chief Development Officer, at fbeasley@victoryjunction.org.

Victory Junction is an Equal Opportunity Employer providing equal employment opportunities to all employees and applicants without regard to medical condition, physical ability, race, color, ethnicity, gender, sexual orientation, gender expression, religion, national origin, age, socioeconomic background or any other characteristic protected by federal, state, or local laws. We are committed to diversity, equity, and inclusion and strive to remove barriers and provide opportunity and access for all people.