

## **Director of Donor and Community Engagement**

### **Job Description**

Siena Retreat Center



### **Position Overview**

The Director of Donor and Community Engagement serves the mission of Siena Retreat Center by planning and implementing the organization's fundraising, donor relations, grant writing, and community engagement efforts. The full-time (40 hours/week), year-round, salaried position includes the strategic management of community and donor engagement. The Director is a motivated communicator and passionate about the mission of Siena Retreat Center and its offerings. This position reports to the Executive Director.

### **Essential Duties and Responsibilities**

- 1. Development and Donor Engagement** (approx. 60%): Plans and implements fundraising and development initiatives of the Center and reaches development goals:
  - identifies and cultivates relationships with donors; solicits and secures donations that fulfil the organization's annual development goals
  - directs and implements annual fund appeal
  - develops and implements a planned and major gift initiative
  - directs and implements annual fundraising event and future special initiatives
  - identifies foundations and submits grants appropriate to the mission and programs of Siena Retreat Center
  - identifies and manages online and electronic giving opportunities such as Giving Tuesday and monthly giving
  - coordinates the Memorial Plaque donor recognition initiative; oversees future capital campaigns, as needed, in collaboration with staff and committees
  - works with retreat center staff to generate donation acknowledgement letters in an appropriate and timely fashion
  - works collaboratively manage and continue to implement a donor database (customer relations management software)
- 2. Community Engagement** (approx. 40%): Collaborates with the program staff and Executive Director in creating a marketing plan or strategy:
  - networks in the broader community to seek out groups and individuals to come to Siena Retreat Center
  - collaborates with the Marketing Committee and Executive Director in setting marketing/publicity goals for the organization; oversees the implementation of the goals
  - seeks out opportunities to publicize Siena Retreat Center; collaborates effectively with staff to ensure the publicity/marketing of the Center
  - implements a plan for and oversees Siena Retreat Center's social media presence
  - responds to media inquiries in collaboration with the Executive Director
- 3. Additional Responsibilities**
  - compiles and provides periodic reports to the Development Committee and Executive Director that describe recent fundraising activities, donations relative to goals, etc.

- stays current and engaged in Siena Retreat Center’s programs, offerings, services, and spirituality; stays current and engaged in tools and trends in development and marketing
- attends regular staff and/or committee meetings as needed
- fulfils other duties as assigned

### **Position Requirements**

- Minimum of three years’ successful experience in fundraising, development, or donor relations; prior experience in the area of communication, marketing, or related field
- Bachelor’s degree or higher education qualification equivalent in development/fundraising, marketing/communications, or related fields
- Superior written and verbal communication skills and online (email, website, and social media) communication, including phone and appropriate use of texting and public speaking
- Superior time management and organizational skills and ability to meet deadlines
- Thorough familiarity with customer relations software and its use in donor functions
- Openness to, and respect for, people of all faith traditions (and no faith tradition), worldviews, languages, lifestyles, races and ethnic groups, ages, gender identity, etc.
- Ability to think critically and to synthesize and express ideas in an effective manner both verbally and in writing
- Familiarity with and passion for the mission and programs of Siena Retreat Center
- Ability to relate well with others and to cultivate respectful donor and community relationships
- Ability to work collaboratively as part of an integrated team and to work effectively in a variety of settings (fast-paced, as an individual, in groups of various sizes, etc.)
- Full access to vehicle available for potential business travel, valid driver’s license, and proof of auto insurance
- Proven skills in data management, desk-top publishing, social media, email communication, basic website management, and other areas as they relate to the position; successful use of Microsoft Office suite of programs and Mail Merge

### **Working Conditions**

This is a full-time (40 hours per week), exempt, salaried position, involving some weekend and evening hours. Work schedule may fluctuate for special occasions or with staffing needs. Interruptions may be frequent or rare, depending on day and time. Light carrying or lifting may be required. The Director of Donor and Community Engagement will understand job safety and health as it relates to this position, including but not necessarily limited to, the Siena Center Emergency Manual. Employment is contingent upon successful passing of criminal background check.

---

**[Signature of Director of Donor and Community Engagement]**

---

**[Date]**

---

**[Signature of Executive Director]**

---

**[Date]**

*Revised August 11, 2023*