



MITCHELL'S PLACE
UNLOCKING POTENTIAL

Job Description

The **Director of Advancement** serves as the chief development officer for Mitchell's Place. This role is charged with developing the overall advancement strategy including setting goals, creating and implementing the plan for communications, marketing, public relations, supervision of advancement staff, and fundraising for Mitchell's Place.

The Director of Advancement works closely with the Executive Director, Board of Directors, Advancement staff members, and volunteers to enhance and support the mission of Mitchell's Place with the goal of raising both unrestricted and program funds as required.

Responsibilities (Include but not limited to):

Fundraising and Donor Centric Responsibilities:

- Works with the Executive Director to devise and manage a comprehensive and integrated development strategy designed to attract the largest gift support possible from all constituencies to Mitchell's Place. The plan includes:
 - Creating plans to increase annual gifts, acquire major gifts, planned/estate gifts, and stock/donor-advised fund gifts
 - Increasing corporate, sponsor, and foundation gifts through identification of new partnership opportunities and stewarding existing relationships
 - Preparing targeted gift proposals as found through prospect research
 - Maximizing attendance and funds raised at fundraising events
 - Overseeing donor acknowledgement, recognition, and stewardship
 - Leveraging connections & using research to grow the donor pipeline
 - Developing a robust stewardship matrix that helps in acquisition, retention, and upgrading donors
- Ensure all advancement staff are trained on the donor lifecycle and are implementing in day-to-day work: identification, qualification, cultivation, solicitation, and stewardship
- Set fundraising and other departmental goals annually that align with MP's strategic plan and needs for the upcoming fiscal year(s).
- Lead all grant writing efforts including researching opportunities, communicating with foundation/organization personnel to cultivate relationships, gathering data, writing LOIs/applications, create project budgets, adhering to deadlines, tracking grant information (spreadsheet and in Bloomerang), ensuring funds are used appropriately, and overseeing required follow up reports
- Call on prospects, current and past donors, current and past parents, foundation directors and board members and friends to develop and maintain relationships with the organization.



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- Work with the Board of Directors (BOD) and specifically, the Advancement Committee of the BOD to share information, gain support, and find new revenue streams and/or new prospects
- Serve as the main liaison to the Key Guild through building relationships, obtaining buy-in, and support of these constituents who can help open new connections for MP
- Manage a portfolio of prospects to directly cultivate, solicit and steward gifts
- Be innovative in defining the Development and Marketing efforts to support the overall goals and aims of Mitchell's Place and the strategic plan
- Collaborate with the Executive Director on finding community opportunities to increase brand awareness and visibility in the community for Mitchell's Place
- Ensure adherence to donor bill of rights, donor confidentiality and integrity of donor information, and gift entry standards for all advancement staff
- Provide support to Executive Director for all Board of Directors quarterly meetings
 - Prepare development and grant documents and give reports at meetings
- Be a well-informed champion and ambassador for Mitchell's Place

Communications and Marketing Responsibilities:

- Develop a coordinated marketing strategy that effectively communicates information about Mitchell's Place and development initiatives. This includes:
 - Print materials, direct mail appeals; Emails, newsletters; Event invitations; Postcards; Donor impact reports
 - Social Media (Facebook, Instagram, LinkedIn)
 - Website management
 - Publicity of initiatives and events through various media outlets
- Supervise all communications and marketing efforts deployed by advancement staff
- Review data/analytics and advise in adjusting strategy that will increase awareness and engagement of messaging/content.
- Strive to grow social media audiences through storytelling, and call to action, with the goal of turning followers/event attendees into charitable supporters.

Fundraising Events:

- Oversee all fundraising events including A Night at the Oscars gala, Mitchell's Place Chili Championship Golf Tournament, MP Dragon Boat Race & Festival, Funky Fish Fry, TumTum Tree Wine Auction, and others.
- Supervise media creation and advertising efforts
- Oversee outreach efforts to invite event attendees, sponsors, and key stakeholders.
- Manage all event budgets to maximize revenue and minimize expenses
- Review and approve all vendor contracts for rented services
 - Maintain positive vendor relationships through stewardship and prompt communication to leverage future support
- Oversee execution of post-event communications to thank attendees and sponsors, share fundraising achievements, and access to event photos

Other Responsibilities:



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- Manage departmental budget including ensuring the use of sales tax exemption when buying goods/services as needed and reconciling monthly advancement credit card statements. Help with annual audits as required.
- Supervise work of two direct reports, Associate Director of Advancement and Advancement Coordinator, as well as directing work tasks/projects of interns and volunteers
- Serve as an engaged and informed member of the Mitchell's Place Executive Leadership Team
- Perform other duties as assigned by the Executive Director

Knowledge, Skills, and Abilities:

- A passion for the mission of Mitchell's Place and the ability to articulate this passion to donors and the community.
- Solid, working knowledge of successful fundraising techniques & events management.
- Ability to take part as a team member in successfully achieving the strategic goals set by the organization.
- Prior management/supervision experience.
- Proven time management, organizational skills, and attention to detail.
- Ability to communicate effectively, both orally and in writing.
- Ability to provide concise, thorough, and articulate reports.
- Proficiency with Microsoft Office required; experience with donor management systems, Bloomerang and Greater Giving preferred; and a willingness to master latest programs and use data and analytics for reporting and review. Canva, WordPress preferred, not required.
- Friendly, prompt customer service and follow-up.
- Ability to prioritize responsibilities, delegate tasks, and efficiently manage time independently to carry out various duties, with limited management oversight.
- Skill in developing and keeping positive working relationships with staff that yield results that enhance the organization's mission.
- Ability to practice an elevated level of confidentiality about HIPAA and donors.
- Must be able to work nights and weekends as needed; minimal travel may be needed.
- Familiarity with social media channels and website maintenance.

Hours:

Monday-Friday, (40 hours) with occasional evenings/weekends as needed for event support and Junior Board meetings. Must have reliable transportation.

FLSA:

Exempt (Salaried position)

Reports to:



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Executive Director

Supervises:

Associate Director of Advancement
Advancement Coordinator

Qualifications:

- A bachelor's degree in a relevant field of study (business, marketing, nonprofit management, etc.) is required or an equivalent degree + required work experience will be considered.
- 5+ years of experience in fundraising or positions involving similar job responsibilities is required.
- Strategic thinker, skilled problem solver, resourceful and business minded.
- Organized and productive, with an ability to plan and execute complex strategies, using good attention to detail.
- Hard-working with a positive attitude and grit.
- Ability to manage simultaneous tasks or projects while keeping a team spirit.
- Valid driver's license for traveling between local businesses, organizations, and other locations, as necessary.
- Experience in nonprofit, entrepreneurial, or economic development environment preferred.
- Experience with supervising the design of marketing and promotional materials.
- CFRE (Certified Fund-Raising Executive) preferred, not required.

About the Facility

Mitchell's Place is a non-profit, research-based treatment center that opened in 2005 and has become one of the premier providers of therapeutic interventions for autism spectrum disorder in the Birmingham area. The Mitchell's Place team includes speech therapy, occupational therapy, feeding therapy, psychology, applied behavior analysis (ABA) therapy, and an early learning preschool. This allows for frequent collaboration and a multidisciplinary approach when needed for clients. Mitchell's Place has a well-developed reputation across Alabama for providing services that improve the quality of life for our clients and their families.

How to Apply

Interested candidates should submit their resume, two letters of reference, and a cover letter to snall@mitchells-place.com. We accept applications and conduct interviews until the position is filled.



Diversity, Equity, and Inclusion Statement

Mitchell's Place values diversity, equality, equity, and inclusion. We believe that no student, staff, family member or visitor should be treated differently based on their race, ethnicity, national origin, sex, sexual orientation, gender identity, age, ability status, socioeconomic status, political opinions, or religious affiliation. We are committed to making diversity, equality, equity, and inclusion a cultural norm by creating a climate of mutual respect within and outside the walls of Mitchell's Place.