



## **POSITION DESCRIPTION**

*Girl Scouts of Northern New Jersey will be recognized as the premier leadership development program that nurtures, inspires and empowers girls.*

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**Position Title:** Director of Individual Giving and Special Events

**Salary Grade:** Exempt, Salary Grade 9 – Full Time

**Reports To:** Chief Development and Communications Officer

**Location:** Riverdale

**Position Summary:** The Director of Individual Giving and Special Events develops and manages the council's individual giving and special events campaigns. Provides staff leadership for GSNNJ's special events and annual fund, supporting efforts to increase fundraising from individuals. Working with staff, volunteer leadership, volunteer committee members, donors, and vendors, the Director of Individual Giving and Special Events focuses on building external relationships and strategically increasing revenue from special events and annual giving.

### **Primary Responsibilities:**

#### **General:**

- Supports the Chief Development and Communications Officer (CDCO) to increase financial champions and achieve revenue goals for the department.
- Works in partnership with the development team to identify and move prospects for individual gifts sourced through special events, institutional giving and annual appeals.
- Researches donor prospects and provides support to the overall fundraising campaigns.
- Participates on Fund Development Committee and with other leadership and collaborators.
- Represents GSNNJ at chamber and professional organizations and public events.
- Prepares special event and individual giving budgets; manages activities.
- Reviews and evaluates income and budget-to-actual reports as necessary or requested to endure accuracy and troubleshoot discrepancies.
- Helps foster and implement the council's policy to strive for a volunteer, employee and program participant population reflective of the area's religious, racial, ethnic, social and economic diversity.
- Performs other duties as required, including key accountabilities.

#### **Special Events:**

- Provides leadership on special events, including Women of Achievement, alumnae and cultivation events in terms of strategy, program, execution, goals and budget and in conjunction with communications team, promotion and media.
- Leads the process of researching, nominating and securing special event volunteer leadership and honorees in collaboration with staff and the Fund Development Committee.
- Recruits volunteer committees/task group members; leads volunteer meetings and works with volunteers to communicate and achieve goals.



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- Recommends and executes event programs to include venue, mission messaging, speakers, run of show/script and entertainment, as well as pre-planning and on-site logistical details including banqueting, audiovisual equipment, décor, entertainment, auctions and volunteers.
- Creates and manages special event solicitation plan and solicitations/invites including in-person, mail, email and phone solicitation.
- Prospects regularly with in-person visits to individual donors and prospects for support for special events and other fund development initiatives, in cooperation with the fund development staff.
- Develops post-event/campaign recaps, any necessary data transfers, analyses and reports for events and appeals, and evaluation of ROI.
- Creates advertising campaigns as needed for special events in collaboration with the communications team and CDO; creates special event materials to promote sponsorship and giving opportunities to individuals, businesses and corporations.
- Acts as principal liaison to area venues and vendors for special events.
- Ensures all volunteer participation and activity and in-kind contributions are tracked in databases and acknowledged. Researches and recommends best technology solutions for special events.

### **Individual Giving:**

- Devises and implements all direct response programs and materials related to individual giving appeals and related initiatives including gift level and other recognition. Appeals include Annual Family Campaign, Friends, Campership/Financial Assistance, and ongoing engagement initiative for Mission Tours and Annual Breakfast.
- Recommends and executes donor cultivation plan and moves-management.
- Serves as Ambassador for Mission Tour.

Staff members are accountable for achieving their performance goals that collectively enable GSNNJ to reach our council goals. Each staff member is expected to take an active role in all areas of operations, especially by being alert to opportunities to identify and engage potential volunteers, girl members, donors, vendors, collaborators, etc. and providing contact information to the appropriate staff person.

Each employee is a representative of Girl Scouts of Northern New Jersey. Others form their impressions of GSNNJ based, in part, on their interaction with employees. Every personal contact made by a GSNNJ employee could be a current or potential donor; thus, these impressions can influence donor actions. Each employee is expected to take an active role in development by being alert to opportunities to identify potential new donors and providing contact information to the Chief Development Officer. On occasion, employees may be asked to participate in site visits and/or follow-up calls with contacts.



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### **Education, Skills, Experience Requirement:**

- Bachelor's degree (or equivalent experience) in related field.
- Excellent written, interpersonal and verbal communication skills, as well as diplomacy and judgement.
- Ability to identify, analyze and solve problems.
- Knowledge and experience in event planning best practices.
- Experience in recruiting, managing and inspiring volunteers to achieve goals.
- Exceptional time management capability to handle multiple tasks and deadlines.
- Understanding of charitable giving legal guidelines, specifically as it relates to fundraising events.
- Proficiency in Microsoft Office Suite, Donor Perfect or fundraising database experience a plus.
- Membership in GSUSA is required upon employment and annually thereafter.
- Ability to lift and move up to 30 lbs.
- Ability to work a flexible schedule including some evenings and weekends.
- Valid driver's license, reliable automobile and auto insurance.
- Ability to travel throughout the jurisdiction to attend meetings during the day/evening/weekend.

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Employee Signature

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Date

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Supervisor Signature

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Date