



## Development Director

### *Position Description and Performance Expectations*

**Classification:** Full Time, Exempt  
**Responsible to:** Chief Executive Officer  
**Department:** Development

*The position summary describes current duties and responsibilities for which the employee will be held accountable and evaluated upon. The bulleted items represent some, but not all, of the performance measures, which may be used in evaluating performance. Job duties, workweek parameters, and responsibilities below may change from time to time, at the sole discretion of the organization, as other needs may arise.*

---

### **Background**

Founded in 1977, ValleyPBS is a Central Valley affiliate of Public Broadcasting Services (PBS) with a rich history of inspiring and educating people from Merced to Bakersfield. The organization is seeking an exceptional Development Director to help fulfill its mission.

We are committed to enriching the lives of Valley residents through a combination of educational and entertaining programming and solid community outreach and service. As the Central Valley's only community-licensed public television station, ValleyPBS delivers exceptional television media to homes from Merced to Bakersfield. The Station reaches more than 94% of households with a television in our service area and broadcasts more than 70 hours of quality, research-based children's programming each week.

### **Position Summary**

Reporting to the Chief Executive Officer, the Development Director is responsible for leadership, strategic direction and management of all fundraising efforts of ValleyPBS. As a member of the senior management team, the Director will work closely with the Chief Executive Officer, Board of Directors and senior management team to facilitate a culture of philanthropy and grow a sustainable base of support for the organization. The Development Director will assess and execute fundraising strategies that systematically build capacity and grow the number of new donors, sponsors, funders and members while renewing engagement among longtime supporters. Working with a strong, professional team, the Development Director will

be both a strategist and an effective fundraiser who can direct fundraising efforts toward specific goals and focus attention where it is needed most.

The Development Director will tailor giving appeals to a diverse donor base and ensure engagement across the broader community. The Development Director will be an internal expert and mentor, developing commitment to fundraising activities and deepening engagement in support of ValleyPBS. The Development Director is expected to make a significant contribution to growing the visibility of the organization and to work closely with the senior management team to embed fundraising strategy into daily decision-making and operations. This position comes with a distinct fundraising goal of its own to demonstrate commitment to the organization and set an example to others in the Development Department.

The Development Director will creatively oversee the daily activities of the Development Department including individual and planned-giving, endowment, institutional giving, major gifts, events, underwriting and production funding sales, traditional and emerging fundraising strategies, operations, research and analysis. The Development Director will work closely with the station's financial team on internal and external reporting requirements, data analysis, monitoring and forecasting revenues.

### **Essential Duties and Responsibilities**

#### **Leadership**

- Serve as a member of ValleyPBS senior management team to provide guidance and expertise to inform decisions with fundraising expertise in order to achieve overarching strategic and operational priorities.
- Foster a culture of philanthropy across the organization through stronger internal relationships; ensure all staff are well-versed in and capable of supporting the mission of ValleyPBS.
- Together with Development Department staff and other internal leaders, develop, plan, and implement annual and long-range strategies to ensure ValleyPBS achieves its funding goals for annual operating needs, critical projects and prepares ValleyPBS for successful future capital initiatives.
- Be a trusted partner to the Chief Executive Officer and the Board; ensure maximum value from their diverse connections, effectively utilize their time and personal participation in fundraising efforts.
- Communicate clearly and openly across all levels of the organization to facilitate the effective use of staff resources, alignment of efforts toward mutual goals and appropriate information flow.
- Be an inspiring and supportive team leader; identify and acknowledge quality work; value and celebrate individual and collective success.
- Be a reliable and valued colleague who offers thoughtful analysis, thinks strategically and is practical and approachable.

- Be visible and accessible to the donor community; represent ValleyPBS and department initiatives by cultivating and deepening relationships throughout the Central Valley philanthropic community and beyond.
- Coordinate with marketing team to ensure that development communications reflect and amplify ValleyPBS brand and effectively engage current and prospective donors.
- Support the Board and Chief Executive Officer in the identification, cultivation and recruitment of new Board members and assist in Board orientation, onboarding and continued mentoring.
- Oversee, in conjunction with Director of Production and Marketing, the maintenance and organizational PBS brand standards, as well as collaboratively overseeing communication and execution of the brand.
- Ensure adherence to organizational and legal policies and procedures.

### **Operational and Staff Management**

- Recruit, nurture and challenge a highly qualified and motivated professional staff and support their development individually and as a team.
- Grow and retain funding sources utilizing current and emerging technologies, media resources and marketing techniques.
- Manage, train and nurture an effective Development team to achieve fundraising goals.
- Work in partnership with the senior leadership team to develop revenue goals, track variances and develop forecasts, as well as develop and manage departmental operating budgets.
- Manage the daily activities of the Development Department including individual giving, institutional giving, events, underwriting and planned-giving with a keen focus on major gifts and endowments.
- Oversee the planning, coordination, program and guest scheduling, fundraising and support of all pledge campaigns and special events. Liaise with marketing team to ensure and maximize promotional opportunities for all activities.
- Oversee production funding budget and strategize with staff, board members, outside producers and community partners to ensure required funding levels are attained.
- Establish a strategic framework for fundraising activity so that individual staff and collective department goals can be established, attained and recognized.
- Institute moves management and other effective fundraising processes and measures; build predictable results based upon best practices and intentional action.
- Ensure that effective donor cultivation and recognition activities, special events and volunteer programs are well-received, achieve stated fundraising goals, and stay within established budgets.
- Supervise and expand an effective prospect research program and build a systematic effort to increase ValleyPBS base of support.

- Proactively support staff, board members and volunteers in all aspects of donor stewardship and solicitation and provide training/coaching as needed.
- Oversee records management: including gift processing, donor acknowledgment, and development reports; coordinate these activities with the Finance team members dedicated to data reporting and system maintenance.

### **Personal Fundraising**

- Embrace the priorities, goals and vision of ValleyPBS and effectively represent the organization to a wide range of prospects, donors and the general public.
- Identify, cultivate and successfully solicit major gift prospects.
- Mentor staff and volunteers and facilitate appropriate preparation for fundraising solicitations, including planned gifts; be a partner to ValleyPBS leadership; develop methods for best using their talents and networks.

### **Experience**

- Successful leadership demonstrated by achieving fundraising goals in a nonprofit organization of similar size and complexity, preferably in a cultural organization.
- Strong strategic skills with an ability to manage and implement change as well as motivate and mentor staff while increasing individual and team performance.
- Personal and verifiable success in identifying, cultivating and soliciting individual major gifts.
- Experience with developing and maintaining achievable financial projections and budgets.
- Technical knowledge in a variety of fundraising areas, including membership, annual giving, major gifts, planned giving and capital campaigns.
- Excellent oral and written communication skills; ability to engage a wide range of donors and build long-term relationships.
- Experience fostering deep relationships with volunteers and valuing their contributions of time, expertise and passion.
- Ability to work well under pressure and adapt easily to changing situations and priorities, exercise good judgment and stay focused on overarching goals.

### **Personal Attributes and Values**

- Deeply mission-oriented and aligned with the vision of ValleyPBS; strong affinity for, and historic understanding of Central Valley heritage and culture.
- A gifted mentor and team-builder; able to encourage and grow talent and collaborative work in service to great ideas.
- Able to motivate and direct diverse partners while establishing systems, accountability and overarching success.
- A good listener who inspires trust, creativity and cohesiveness.

- Effective project-management orientation; facilitates and models clear communication, flexibility and a solutions-focus approach.
- A hard worker with a willingness to work hands-on.
- Exercises high ethical standards; demonstrates intellectual depth, moral integrity, creativity and entrepreneurship.
- Genuinely enjoys engaging donors and the fundraising process.
- Strong organization and time-management skills.
- Strong work ethic and the willingness and ability to regularly participate in evening events and to travel, as required.

### **Experience**

- A minimum of five (5) years of demonstrable, successful and challenging fundraising experience including capital campaigns.
- At least five (5) years management experience supervising a robust development team.
- Bachelor's degree in business or fundraising with a fundraising certification (CFRE) or advanced degree or verifiable, high-level equitable experience.
- IT and media experience in creating and producing professional quality marketing and fundraising materials and services.

### **How to Apply:**

Applications will be accepted and reviewed until the position is filled. Please include:

1. Cover letter describing why you feel you are best suited for this position. Please consider this letter to be a sample of your writing skills and include verifiable examples of how your experience meets the wide-range of duties required of this position.
2. A fully completed ValleyPBS application form available at [valleypbs.org/employment](http://valleypbs.org/employment).
3. Professional resume.
4. To fulfill FCC requirements, the name of the recruitment source where you learned about this position.

### **Direct application materials to:**

ATTN: Elizabeth Laval  
c/o ValleyPBS  
1544 Van Ness Ave  
Fresno, CA 93721  
Or by email to: [elizabethmlaval@gmail.com](mailto:elizabethmlaval@gmail.com)  
No phone calls please  
Deadline Date: Upon completion of hire