**URBAN LEAGUE JOB DESCRIPTION  
JOB TITLE: VICE PRESIDENT, DEVELOPMENT**

**DEPARTMENT: DEVELOPMENT/MARKETING  
REPORTS TO: President/CEO  
SALARY RANGE: NEGOTIABLE**

**PRIMARY RESPONSIBILITY**The VP of Development is responsible for the overall planning and execution of the League’s strategic plan to generate and increase revenues. He/She articulates the case for support and provides leadership, vision, and department motivation to accomplish the financial goals set by the organziation. These revenue streams include board gifts, corporate donors, direct mail and individual giving, local, state, and federal grants, special events, special gifts and endowment/planned giving. Annual goals will be accomplished in cooperation with the department team with the assistance and support of the board of directors and the development/marketing committee of the board. This individual ensures that the gifts are acknowledged on a timely basis, the agency donor base is current and accurate, and crafts the department’s annual operating budget.

**OTHER DUTIES**This position also oversees the marketing fucntion of the agency and thus a working knowledge of print and electronic media is required. Based upon marketing data secured by the League, he/she will design marketing strategies to enhance awareness of existing programs and services while reinforcing those new or less well known. This individual also writes/edits the agency newsletter, speeches for the President/CEO and press releases as necessary as well as arranges and coordinates press conferences when appropriate.

**QUALIFICATIONS**A minimum of five years of documented successful experience in a nonprofit organization with an annual operating budget of $1Million or more is required. Background must include securing board gifts, corporate gifts, direct mail and individual giving, grant writing, special events, and planned giving. A working knowledge of Razor’s Edge, Donor Perfect, or other similar fundraising softward is requested. He/She must be able to set and achieve attainable goals based upon the board, mission, staff, and resources of the organization. This individual must be creative, resourceful, with strong verbal, written and analyitical skills. The ability to communicate effectively, encourage team buidling and deal professional with colleagues, donors, members of the public and volunteers, is essential. The ability to speak articulately in public is required.

**PERFORMANCE MEASURES**The key performance factors for this position are: 1) ensuring that the annual revenue targets are secured; 2) that the department is properly staffed and functions in an effective manner; 3) that new donors are recruited and existing donors are properly thanked; 4) that the mission and programs of the League are communciated to the public with available resources; and 5) budgets and reports are complete and reported on a timely basis.