

**Position Description**

**TITLE: Chief Development Officer**

**CLASSIFICATION:** Full-time, exempt

**REPORTS TO:** President & Chief Executive Officer

**SUPERVISES:** Staff of seven full-time employees, including:

* Director of Individual Giving
* Manager of Institutional Giving
* Development Associate
* Special Events Associate
* Director of Communications and Marketing
* Marketing Specialist

**LOCATION:** Washington, DC

**Job Summary:**

United Cerebral Palsy (UCP) seeks a seasoned executive to serve as its Chief Development Officer (CDO). Reporting to the President & Chief Executive Officer and serving as a key member of the organization’s management team, the CDO provides strategic direction to fundraising, marketing and communications for one of the largest health care and civil rights charities in the nation.

**Specific Duties and Responsibilities:**

Development

* Create and implement an annual fundraising strategy for the organization to generate $4 million in contributed revenue each year from private foundations, corporations and individuals;
* Lead efforts to recruit new support from private foundations and corporations as well as steward current institutional funders;
* Work closely with program staff in *Life Labs*, UCP’s innovation initiative, and *My Child/My Life Without Limits* to identify prospects, apply and and secure programmatic funding;
* Oversee the work of the Director of Individual Giving and continue to grow UCP’s Circle of Promise, planned giving, direct mail, workplace giving and third party fundraising;
* Grow UCP’s annual fundraising event *Steptember* from $300K raised nationally in 2014 to $500K raised in 2015 by supporting UCP affiliates in their participation and leading fundraising for the national office;
* Support the UCP Board of Trustees in creating and meeting their own fundraising goals;
* Manage a personal prospect portfolio of individual donors at $10,000 and up;
* Work with finance and technology departments to continue to enhance systems to ensure accurate recording of gifts and timely recognition of donors;
* Lead quarterly calls with affiliate development staff to support their fundraising efforts;
* Provide support to the President & CEO in successful execution of their fundraising responsibilities.

Communications/Marketing/Branding

* Provide direction for all communications and marketing efforts, including:
  + overseeing online and digital strategy to grow UCP’s audience on Facebook, Twitter, Instagram, LinkedIn, and Pinterest as well as its own dynamic websites and blog;
  + marketing and advertising for public policy, public education and special program campaigns;
  + media relations, including serving as a spokesperson for the organization and creating and implementing annual messaging plans and goals;
* Serve as the chief branding officer for the organization, creating and executing long-term strategy to strengthen UCP’s brand in concert with over 80 affiliates worldwide;
* Oversee planning and implementation of UCP’s annual conference for its affiliates, including programming two days of sessions, marketing the event to grow registrants, and fundraising to sustain the event;
* Provide support to President & Chief Executive Officer in positioning him/her as a key spokesperson for disability issues in the United States.

**Qualifications**:

* Minimum of Bachelor’s degree/graduate degree preferred,
* Minimum 10 years of experience in development with demonstrated success in securing large gifts from corporations, private foundations and individuals.
* Experience in contributing to messaging, communications, marketing or branding efforts in a nonprofit setting.
* Strong manager with experience in building and growing a productive and happy team.
* Experience working with coalitions and partners.
* Excellent organizational, analytic and communications skills.
* Ability to thrive under pressure and deliver products and services in a timely manner.
* Commitment to advocating for a life without limits for people with disabilities.
* Well-developed interpersonal skills and sense of humor.

**How to apply: Interested candidates should send a resume and detailed cover letter to Chiquitta Hewitt, HR Manager at** [jobs@ucp.org](mailto:jobs@ucp.org" \t "_blank).