



Kentucky to the World, Inc. Development Professional Job Description

The Development Professional is responsible for the planning, execution and reporting of development and community outreach activities in coordination with Kentucky to the World's mission and goals. This person will be a frontline fundraiser, able to cultivate contacts and build collaborative relationships that result in financial and other support for the mission and work of the organization.

Primary Responsibilities

- Expand current fundraising activities into a functional nonprofit development program
- Work with the executive to strategize, plan and execute development goals and activities
- Expand recognition and support for Kentucky to the World (KTW) and its programs around the community, out into the state and beyond

Other Responsibilities

- Develop and execute action plans to grow and sustain a large base of annual individual and corporate donors
- Meet or exceed goals for the annual fund, major gifts/sponsorships, community presentations, and prospect calls/visits
- Maintain records of contacts and solicitations and prepare weekly status reports on activities
- Work with the Board of Directors to identify and cultivate prospects
- Work with others on the team regarding various projects, programs, events, etc.
- Increase awareness of KTW in the community by presentations to community groups, leaders
- Assist in the selection of CRM software to replace Donor Tools
- Acquire training and develop proficiency on the selected software
- Work with the team to ensure best practices in implementation of the CRM/donor database software program including data entry and gift processing (thank you letters)
- Research and identify prospects for cultivation through mailings, invitations to events, or major gift/sponsorship solicitation
- Meet weekly with the President/CEO
- Meet weekly with the KTW team and other meetings as required

The Development Professional...

- Should live nearby, know and love Louisville and Kentucky

- Be passionate about our mission and have the vision for where it can go
- Be professional, outgoing, friendly and articulate
- Must be able to work independently from home office or other location
- Demonstrate experience, creativity and success in some areas of a nonprofit development program (or similar kinds of work) primarily:
 - Annual Fund (general support)
 - Major Gifts (\$5,000 or more and sponsorships)
 - Prospect Research
 - Special Events (as needed)
- Have a portfolio of some sort that demonstrates experience in the above areas or similar kinds of work
- Be dynamic and able to connect with generations above and below his/her age
- Hopefully will see a long-term future with KTW
- Will reflect well on KTW, both on and off the job

Skills and abilities include:

- Ability to work independently and with a team
- Self-starter, highly motivated, goal oriented, a leader
- Think strategically and creatively
- Excellent interpersonal, relationship building skills
- Excellent written and oral communications skills
- Storytelling – sell the idea, persuasion, build consensus, make the ask
- Face-to-face sales and/or major gift experience a plus
- Marketing experience a plus
- Know the community
- Work well under pressure
- Explain KTW's mission, history, programs, partners and vision for Kentucky and its citizens
- Software proficiency: Microsoft Office as well as Google Suite, a CRM, donor software or similar program
- Digitally literate – have a firm understanding of Digital Content Strategy and all major social media platforms

Other Requirements

- Must have valid Kentucky driver's license
- Must be able to travel as needed
- Post-secondary education a plus

Salary and benefits to be commensurate with experience and qualifications; the position title to be determined. Interested applicants please submit cover letter and resume by Wednesday, October 30, 2019 by email to:

Jayne M. Labes
 Development Consultant
 Kentucky to the World
 Louisville, KY

At: jayne@kentuckytotheworld.org

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www.kentuckytotheworld.org