

The Mountain Retreat & Learning Center

Job Title: Advancement Director

Classification: Exempt

Reports to: Executive Director

Date Revised: 02/15/2024

Summary/Objective: The Advancement Director is responsible for planning, developing, organizing, and directing all of the MRLC fundraising. This responsibility includes developing relationships with constituents, as well as managing major gifts programs, annual fund, planned giving, special events, grant writing, and capital campaigns (depending on size and scope of said capital campaign). Above all, the Advancement Director is charged with developing and executing a financial plan that ensures the MRLC continues to meet its core mission and evolving goals. The Director is a leading role, working closely with the Board, Executive Director, and other staff to develop and articulate the strategic direction of the Mountain, and to implement the resulting strategies and initiatives.

Essential Functions:

Leadership and direction of fundraising for The Mountain.

- In close collaboration with The Executive Director and Board of Trustees Institutional Advancement Team, develop annual and long-term fundraising plans and lead in the execution of the plan.
- Develop key messages and implement communication strategy to connect The Mountain to its members, donors, friends, UU congregations, and potential constituents.
- Establish relevant metrics and track progress towards goals. Produce monthly reports and distribute to IA committee and key volunteers in a timely manner.
- Establish and maintain giving history and contact information for each donor.
- Promptly and accurately acknowledge each gift received by the Mountain in a manner consistent with applicable IRS directives and best non-profit practices.
- Creatively plan and implement special events to generate funds, and promote public awareness about The Mountain.
- Coordinate with Finance to ensure timely and accurate reconciliation of all donations on a daily, weekly, monthly and annual basis.

Developing relationships with donors and potential donors

- Active interaction with guests: Interact with guests and visitors in a way that reflects valuing them as part of our community. Coordinate with the Executive Director to develop a plan to optimize these interactions..
- Greet drop-ins, offer a tour, guide them to the office for materials, and invite them to be added to the mailing list.
- Liaison to the Mountain Endowment Fund.
- Travel to UU congregations and fellowships, bringing The Mountain to the people, as a way to stimulate greater giving.

Coordination of Volunteer Ambassador Program.

- Maintain an accurate and current list of all UU congregations in the southeast region and status of the Ambassador program within each congregation.
- Recruit and vet potential volunteers and ensure a smooth succession when the current Ambassador needs to step down.
- Ensure adequate training is given in a timely manner; provide direct and indirect supervision of Ambassadors (depending on congregations and individuals this relationship will need to be customized and flexible).
- Cultivate and assess Ambassador engagement, effectiveness, appreciation and enjoyment of this role.
- Provide volunteers with appropriate acknowledgements and incentives. Solicit feedback from each Ambassador about their experience prior to succession.

Leadership of The Mountain public relations and community outreach.

- Oversee content of The Mountain's website and Social Media content. Be vigilant in monitoring website performance and regularly update content as needed.
- Creatively seek out potential conferences, expos, UU district assemblies, GA and other events that may provide The Mountain with positive exposure to new audiences. Represent the Mountain at these gatherings and/or recruit Ambassador or other volunteers as appropriate.

Other Duties as Required:

- Be an engaged and positive member of The Mountain community. Attend staff meetings.
- Promptly respond to trustee requests and attend Board meetings when invited.
- Collaborate with and support the Bookings Coordinator in order to ensure all booking opportunities are realized and each program is fully enrolled.

Competencies:

- Persuasive writing, strong verbal communication and the ability to interact at the executive level.
- Enthusiastic about meeting and connecting with current and new constituents.
- Proficiency with computer and Microsoft Office software and Google docs.
- Campwise software system.
- Strong organizational and time-management skills with an eye for detail
- Understands and supports The Mountain's Mission and UU Values.
- High energy level – upbeat, creative and resourceful.
- Calm and composed – ability to talk with trustees, donors, guests and volunteers as well as other staff in a polite, appropriate manner. Able to give and accept constructive feedback modestly and non-defensively.

Supervisory Responsibilities: Supervises part-time administrative assistant and Marketing associate

Work Environment:

This position works in a typical office setting as well as in a natural retreat center and camp setting. S/he is faced with constant interruptions and must meet with others on a regular basis. S/he may spend long hours on the computer entering thorough information which requires attention to detail, on the phone with donors or may be giving tours of The Mountain. Weekend and evening hours may be required when program guests are present.

Required Education and Experience:

- Bachelor's Degree in business, marketing or nonprofit leadership
- Two-plus years fundraising experience
- Demonstrated excellence in organizational, managerial, and communication skills
- Experience with public relations, prospecting, business development, and negotiation.
- Knowledge of development database management

Preferred Education and Experience:

- Bachelor's or MA Degree in business, marketing or nonprofit leadership
- Five-plus years fundraising experience
- Demonstrated excellence in organizational, managerial, and communication skills
- Experience with public relations, prospecting, business development, and negotiation.
- Understanding of Unitarian Universalist values; knowledge of how the UUA and regions work in support of local congregations is very valuable.

Supervisory Responsibilities

- Recruits, interviews, hires, and trains new staff with Executive Director approval
- Oversees the daily workflow of the department.
- Provides constructive and timely performance evaluations.
- Handles discipline and termination of employees in accordance with company policy.
- Organizes and oversees the schedule of Development Associate, if relevant.
- Ensure that all staff adheres to health and safety regulations
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AAP/EEO statement:

The Mountain Retreat & Learning Center is an Equal Opportunity Employer and is committed to the full inclusion of all.

Other duties disclaimer:

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.