



HCEF DEVELOPMENT MANAGER JOB DESCRIPTION

Reports to: HCEF Executive Director

Summary: The Homeless Children's Education Fund (HCEF) Development Manager is responsible for the creation and execution of the HCEF development plan, which includes all direct mailing efforts, grant writing, increasing individual donor giving and retention, foundation and corporate giving, organizational strategy and enhancement, and managing all HCEF fundraising events both internal and external. This position oversees HCEF's communication and marketing efforts, which includes social media and management of the HCEF website.

The mission of the Homeless Children's Education Fund (HCEF) is to advance the education of children and youth experiencing homelessness, guiding them to be productive, empowered citizens. As a national model for addressing the educational needs of unstably-housed children and youth, HCEF leads a collaborative effort among regional partners by providing educational programs and services in Allegheny County and advocating for policy and system improvement.

Manage organization development and events, including but not limited to:

- Manage and evaluate all internal events, including HCEF's largest annual fundraiser, the Champions for Children Benefit.
- Assist individuals and groups with the creation, promotion, and implementation of all external fundraising events.
- Collaborate with the Executive Director to apply for and manage grants and other funding sources.
- Assist HCEF's Executive Director to develop and enhance the organization and HCEF's strategic framework.
- Research funding streams and other resources for the organization including entrepreneurial opportunities.
- Assist in the management, expansion, promotion, and evaluation of all HCEF Outreach / Awareness initiatives – including the annual Homeless Children's Awareness Week.
- Manage and grow HCEF's social media program.
- Oversee the HCEF website content and functionality.

Manage Public Relations, including but not limited to:

- Manage and drive all public relations and communications, including the creation of all HCEF collateral materials.
- Create and manage all of HCEF's social media outlets (i.e. Facebook, Twitter, LinkedIn, Google Alerts, Hootsuite, and Blogs).
- Represent HCEF at events and meetings with community stakeholders as required for organizational development and outreach.
- Manage the development of media coverage of the organization's activities.
- Produce and coordinate program publications, brochures, videos, collaborating with fellow staff members to determine key messages and themes.

Manage Direct Mail, including but not limited to:

- Develop and implement a yearly annual campaign strategy focusing on increasing individual giving and board engagement.
- Manage three to four direct mail campaigns each year.
- Oversee database maintenance, ensuring that records are accurate, complete and up-to-date.

Manage Board/Committee Responsibilities, including but not limited to:

- Sit on Development and Marketing Committee as an HCEF staff member.
- Produce agendas and materials for Development and Marketing Committee meetings; report on event and fundraising progress.
- Promote board participation in and knowledge of HCEF events and activities, along with Executive Director, through concise communications.

Additional Duties as assigned by the Executive Director.

Essential Qualifications

- Bachelor's degree required.
- A minimum of two years of development experience at a nonprofit organization, preferably with exposure to grant writing, fundraising events and public relations.
- Excellent communication skills, including: careful listening, poised verbal presentations and strong writing skills.
- Strong interpersonal skills, sound judgment, entrepreneurial spirit and discretion.
- Ability to work well with diverse populations, including fostering collaborations.
- Experience crafting powerful social media messages using Facebook, Twitter, and other platforms.
- Strong word processing and graphic design skills, including proficiency in Microsoft Office, Adobe InDesign or comparable program, and WordPress.
- Previous experience using donor management software, such as eTapestry, Salsa or Salesforce.
- Awareness of current issues and trends related to youth programs, education, and/or homelessness.
- Displays high standards, integrity, humility, and a commitment to mission.
- Self-directed, accountable and able to handle multiple tasks.
- Desire to work as part of a team; naturally collaborative.
- Believes in social justice and has passion for fairness, inclusion, equity and empowerment, particularly for groups who have been disenfranchised.

A comprehensive benefit package will be offered.

TO APPLY:

Interested candidates should submit a resume and cover letter with salary requirements to Krystle Morrison at kmorrison@homelessfund.org.

No phone inquiries please.

The Homeless Children's Education Fund is an Equal Opportunity Employer and values diversity.