



POSITION DESCRIPTION

Position Title: Director, Development

Department: Corp Partnerships, Development & Events

Reports To: SVP, Corp Partnerships & Development

Supervises: Coordinator, Development

FLSA Status: Exempt

Effective Date: March 20, 2025

General Description:

The Director, Development has oversight of the holistic fundraising portfolio at the AASLD Foundation, including major gifts, directed grants, planned/estate giving, digital fundraising and overall donor engagement.

The Director develops and implements a fundraising strategy for the AASLD Foundation including the creation of comprehensive annual campaigns; solicits grant support for research and travel awards, and develops relationships with private foundations to support AASLD Foundation programs and initiatives. The incumbent manages relationships with current and prospective donors, including identifying, cultivating, soliciting, and stewarding donors, and seeks opportunities to expand the portfolio and increase giving from current donors. Regular direct interaction with donors and potential donors nationwide is expected, and direct, independent solicitation of gifts from individuals and institutional donors is core to the position.

The Director is responsible for growing and sustaining donor relationships across multiple channels, driving revenue through innovative fundraising tactics, and engaging donors in meaningful ways. The ideal candidate will have a strong background in donor engagement, digital fundraising, and a strong network including private/family foundations, with a proven ability to drive results through strategic planning and cross-functional collaboration. Finally, the Director is responsible for effective budget management, working in collaboration with the SVP, Corp Partnerships & Development. The incumbent supervises staff whose primary duties are in gift management and individual giving and serves as liaison to the Individual Fundraising Committee.

Key Responsibilities:

Leadership

- Develop and execute a comprehensive strategy for cultivating, soliciting, and stewarding individual donors, focusing on increasing donor retention, engagement, and upgrades.
- Work closely with senior leadership, communications, marketing, IT and event sales teams to ensure alignment of fundraising strategies and message discipline with broader organizational goals and initiatives.
- Responsible for strategic oversight and confidentiality of development efforts.

Budget and Financial

- Develops department budgets and revenue generation to support \$5M in programs and awards annually.
- Manages the organization's resources within budget parameters.
- Identifies key performance indicators (KPI) and metrics and manages results against appropriate benchmarks.
- Sets and attains fundraising targets and forecasts long-term revenue to support organization stability.
- Collaborates with Finance to ensure proper use and stewardship of donor funds including gift accounting, reporting and gift acceptance policies and procedures.

Corporate Support and Fundraising

- In partnership with the Leadership Team and Foundation Board of Trustees, sets donor portfolio goals, evaluates results and develops new approaches as needed
- Develops multi-year fundraising strategies and goals for selected donors
- Qualifies and recruits key prospects, including individuals and family foundations through comprehensive biographical and financial research
- Establishes and carries out donor cultivation and solicitation strategies including personal visits, events, letters, e-mails and telephone calls
- Prepares progress reports, presentations and funding proposals



- Oversees the management of individual donor stewardship including gift processing procedures, impact reporting, acknowledgements, and recognition.
- Collaborates with information technology staff to manage fundraising technologies

Marketing

- Develop a strategic marketing and communications plan and supporting messages that engage donors at every stage of the giving cycle. This includes cultivating new donors, re-engaging lapsed donors, and retaining existing donors.
- Oversee the segmentation of donors and create tailored messaging and experiences to meet their interests and giving capacity.
- Utilize data and analytics to evaluate the effectiveness of campaigns, track donor behavior, and optimize future messages for higher response rates and ROI.
- Work across the organization to ensure Foundation impact is reflected through key communications
- Identifies marketing content for fundraising materials and develops special targeted appeals (mailings, brochures, flyers, solicitations, etc.)

Other

- Travel to three major events (DDW, TLM, EASL) annually, and donor/stewardship meetings regularly.

Education and Experience

- Bachelor's degree in Nonprofit Management, Marketing, Communications, or a related field.
- 6-8 years of experience in fundraising, with at least 3 years in a leadership role managing individual giving and/or digital fundraising efforts.
- Proven track record of driving fundraising revenue through digital channels, direct mail, and donor engagement strategies.
- Expertise in donor segmentation, engagement, and retention strategies, particularly for mid-level donors.
- Strong understanding of fundraising technologies, Salesforce, and familiarity with email marketing tools (e.g., Aquia, Marketing Cloud, etc.).

Skills Needed in Position

- Proven track record of successful donor engagement, raising funds from diverse sources and growing major gifts.
- Strong analytical skills, with the ability to interpret data and translate insights into actionable strategies.
- Advanced knowledge of Microsoft Applications including PPT and Excel, and comfort with multiple databases.
- Understanding of digital marketing trends, social media, online giving platforms, and emerging fundraising technologies.
- Outstanding communication skills, both written and verbal, with the ability to craft compelling donor communications and presentations.
- Strategic thinking and problem-solving skills: skill in anticipating future consequences and trends, making decisions congruent with the organization's strategic direction, mission and goals, and developing new approaches to solve problems or improve processes.
- Project Management skills: skill in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Customer service skills: Skill in providing the highest quality products and services that meet or exceed the needs and requirements of internal and external customers.
- Interpersonal skills and emotional intelligence: Skill in building and maintaining effective interpersonal and team relationships with a diverse network of colleagues inside and outside the organization, and with other relevant individuals with whom the organization works (members, the media, other organizations, funders etc.)