

Director of Development

Organization: Mercy Center

Location: Asbury Park, NJ

Organization Overview

Mercy Center is a mission-driven nonprofit organization dedicated to providing essential services and support, fueled by a deep, organizational commitment to ending generational poverty in the Asbury Park and beyond. We currently serve 24 municipalities in 6 counties.

Position Summary

Our **Director of Development** is the leader of our philanthropic efforts, responsible for designing, implementing, and executing a comprehensive, multi-channel fundraising strategy. This role demands an ambitious self-starter and highly productive independent worker who can set high revenue goals and drive execution while collaborating closely with the CFO, the President & CEO and the Board.

Key Responsibilities:

- **Fundraising Strategy:** Develop and execute a comprehensive annual fundraising plan, including major gifts, corporate partnerships, and annual giving appeals, to meet the organization's revenue goals.
- **Donor Cultivation:** Act as the lead solicitor, identifying, cultivating, and securing major gift commitments that align with our mission to *end generational poverty*. Grant writing is *not* necessarily part of the job.
- **Campaign Management:** Direct all annual appeal cycles and manage all special events, ensuring fundraising goals are met and the overall donor base is expanded. Presently, we have 5 appeals and 3 major fundraisers per year that the Director will plan and execute.
- **Data & Systems:** Oversee all donor data management and analysis. Familiarity with Razor's Edge or other similar fundraising database is preferred to ensure clean data, effective segmentation, and strategic decision-making.
- **Leadership & Collaboration:** Manage the development staff and collaborate with the entire agency including staff, volunteers and the community to amplify the organization's impact.

Qualifications

- Bachelor's degree and a minimum of 5 years of proven success in nonprofit fundraising, specifically in major gifts and annual campaigns. Demonstrated ability to thrive as a dedicated self-starter, reliable multitasker, and independent worker.
- A profound commitment to the mission of Mercy Center and ending generational poverty.

- Strong preference for candidates with direct, hands-on familiarity with Razor's Edge fundraising database.
- Exceptional written and verbal and social media communication skills, with a focus on writing compelling donor communications.

This is a full-time in person position offering a competitive salary and benefits package from \$90,000 to \$110,000. Nights and weekend hours will be required.