

September 1, 2020

**FLORIDA CENTER FOR THE BLIND**  
**POSITION DESCRIPTION**

**POSITION:** Director of Development & Public Relations

**REPORTS TO:** President/CEO

**POSITION PURPOSE:** The purpose of this position is two-fold:

1. To maximize private & public financial support for the Center, and.
2. To raise public awareness of the Center and its services.

**POSITION CONCEPT:**

This position will have primary responsibility for planning, managing and implementing the Center's development efforts. These include all private fund-raising efforts (grant-writing, and the systematic cultivation of current and prospective donors and the solicitation of funds from all possible sources) Also included are all public relations and related marketing activities, such as managing the Center's signature public relations event, "Dining in the Dark".

**POSITION RESPONSIBILITIES:**

**Development (including "Fundraising"):**

Conduct standard and appropriate fundraising efforts (annual fund, major and bequest/planned gifts programs, grant writing, personal solicitation calls and visits to current and prospective donors);

Establish relationships with current and former donors; cultivate them regularly and personally;

Acknowledge gifts via letters and follow-up phone calls and visits; institutionalize a "donor relations" program;

Research giving potential of current and prospective donors and develop cultivation and solicitation strategies;

Develop and manage a donor relations/stewardship effort; maintain the Center's prospect/donor database

Network on a regular basis with local and regional professional groups

Keep current on trends on development and fundraising by accessing national and regional resources

**Public Relations (including “Marketing”):**

Direct the “Dining in the Dark” event, with assistance from the Board and volunteers;

Maintain and enhance all communications venues of the Center: website, newsletters, social media, and press releases; build relationships with all area media outlets to keep the Center in public view; write and publish all FCB public relations and development communications (brochures, newsletters, reports, fundraising materials, letters, etc.);

Establish relationships with current and former clients to keep them connected to FCB, thereby increasing their likelihood to support the Center financially;

Seek ways to reach out to the general public to raise awareness of the Center in its 8 counties, e.g., attending expo fairs and speaking to community, civic, church groups (Lions clubs, Rotary clubs, the Chamber, schools, city and county officials, etc.);

**Other Duties:** As requested by the President/CEO

**QUALIFICATIONS FOR THIS POSITION:**

Minimum of a Bachelor’s degree in a related field and 1-3 year’s fundraising and public relations experience, preferably in an education institution or non-profit social service agency.

Excellent writing and speaking skills; excellent “sales” and “persuasion” skills;

Excellent computer skills (word processing, spreadsheets, desktop publishing, social media, video/presentation production, etc.);

Willingness to pursue professional development opportunities to improve skills for the betterment of FCB;

A passion for the mission and work of the Center; excellent “people” skills; an outgoing personality and high energy level; skilled in interacting comfortably with new people and current acquaintances;

Self-motivated; needs minimum supervision, but can request assistance if needed; meets deadlines without being reminded; is very well-organized, attentive to detail, and can manage multiple “priorities”.

**OTHER RESPONSIBILITIES:**

Ability to work independently but is a team player and will work well with FCB staff and give help in any area where needed;

Ability and willingness to travel extensively within FCB's 8-county service area to meet personally with prospective donors and public relations contacts; and

Ability and willingness to work nights and weekends, as the position requires.

**APPLICATION PROCESS:**

Required:

- 1) Cover letter of interest in the position\*
- 2) Detailed Resume\*
- 3) Names, titles, addresses and telephone numbers of 3 professional or academic references\*

**SALARY AND BENEFITS:**

Salary will be competitive and commensurate with experience, educational level and communication skills/ability. Benefits include generous vacation and holiday pay, health insurance, retirement, and supplemental insurances (disability, dental, accident, life).

\*Email documents to: [apieriboni@flblind.org](mailto:apieriboni@flblind.org), or mail to: Florida Center for the Blind, 1411 N.E. 22nd Ave., Ocala, FL 34470