



WOMEN'S **RESOURCE** CENTER

## **JOB DESCRIPTION**

Development & Communications Director

## **REPORTS TO**

Chief Executive Officer

**SALARY RANGE:** \$63,000 - \$68,000

## **MISSION**

Since 1973, Women's Resource Center (WRC) has assisted women to explore, develop and expand their employment opportunities. Women's Resource Center's mission is to equip women to achieve purpose, fulfillment and financial stability through meaningful employment.

## **PURPOSE OF WORK**

The Development & Communications Director is responsible for designing and executing a comprehensive fundraising strategy to advance the mission of WRC. Working in close partnership with the CEO and Board of Directors, the Development & Communications Director ensures the financial health and long-term sustainability of the organization. A primary focus of the role is equipping and supporting the CEO in cultivating, soliciting, and stewarding high-level donors and institutional partners. This dynamic professional also collaborates with leadership team and external marketing agency to successfully develop and implement the WRC marketing and branding strategy.

## **PRIMARY RESPONSIBILITIES**

- **Donor Relations & Stewardship:** Identify, cultivate, solicit, and maintain strong, long-lasting relationships with individual donors, foundations, and corporate partners. This includes ensuring timely and personalized acknowledgement of gifts.
- **Major Gifts & Campaigns:** Lead efforts for major gift solicitations and planned giving programs, often working closely with the Executive Director and Board members to close significant gifts.
- **Grant Management:** Oversee the research, writing, submission, and reporting for grant opportunities from government, foundation, and corporate sources.



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- **Event Planning:** Plan and execute fundraising events, such as galas or community outreach activities, managing all associated logistics, volunteers, and vendors.
- **Marketing & Communications:** Collaborate with the communications team to create compelling fundraising materials (e.g., newsletters, annual reports, social media content) that effectively communicate the organization's mission and impact to target audiences.
- **Budget & Data Management:** Develop and manage the development department budget, track fundraising metrics, and maintain accurate donor records using a CRM or donor database.
- Recruit, train, and support key volunteers to assist in advancement efforts.
- Support other initiatives, strategies and duties as assigned by the CEO.
- Oversight of Brand and Development Board committees and Development consultants

## QUALIFICATIONS AND EXPERIENCE NECESSARY TO SUCCEED

### Required

- **Education:** A Bachelor's degree in a relevant field (non-profit management, business, marketing, or communications)
- **Experience:** At least 5 years of non-profit fundraising experience, with a proven track record of meeting or exceeding fundraising goals. Experience and success in grant writing
- **Communication:** Excellent written, verbal, and public speaking skills for diverse audiences.
- **Interpersonal Skills:** The ability to build trust and rapport quickly with donors, staff, and board members. Ability to work independently with an attitude of healthy interdependence on others. Ability to empathize with, be sensitive to, and interact positively and appropriately with constituents from a wide diversity of socio-economic and cultural backgrounds.
- **Strategic Thinking:** Strong project management and problem-solving abilities, with an entrepreneurial spirit and a focus on long-term sustainability.
- **Technical Proficiency:** Experience with fundraising software, CRM systems (like Salesforce and DonorPerfect), online giving platforms, and social media for outreach.



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- **Passion:** A genuine passion for the organization's mission and a commitment to making a positive impact in the community is essential.
- Strongly networked in greater Grand Rapids with organizations and individuals having support potential.

FLSA status: Salaried, exempt. (40 hours per week with flexible scheduling, including some evening and/or weekend hours each month)

### **EQUAL OPPORTUNITY EMPLOYMENT**

WRC seeks to ensure and provide equal opportunity for all persons seeking employment without regard to race/ethnicity, color, nationality, religion/culture, gender identity/expression, sex, marital

### **To Apply:**

Please submit the following to: [Operations@grwrc.org](mailto:Operations@grwrc.org) by 5:00 pm, Friday, January 9, 2026:

- Submit cover letter AND resume as one (1) document
- List three (3) professional references and NOT three (3) personal references

Interviews will begin as qualified applications arrive.

*Please, no telephone calls.*