

North Carolina Outward Bound School Asheville, NC

Position Specifications Director of Development May 2014

Prepared by:
Summit Search Solutions, Inc.



**NORTH CAROLINA
OUTWARD BOUND SCHOOL**

www.ncobs.org

THE OPPORTUNITY

About the School:

Founded in 1967, North Carolina Outward Bound School (NCOBS) is a charter member of the leading outdoor education network in the world. Wilderness courses range from the mountains of North Carolina to the shores of south Florida to the peaks of South America which deliver the mission to change lives through challenge and discovery. As a nonprofit organization, courses are sold to a variety of populations through traditional sales and unique partnerships. Traditional fund raising methods are also used such as direct mail appeals, face-to-face solicitations, grant writing and special events to raise scholarship, endowment and annual operating funds.

To learn more about NCOBS visit, www.ncobs.org.

Location: Asheville, NC

The Position:

The Director of Development is responsible for assuring all fundraising systems are in place to support and manage an aggressive comprehensive fundraising operation. He/she will work with the Executive Director and a small team to implement all department and related school goals. The Director of Development is a member of the Management and Advancement Team.

Essential Duties and Responsibilities:

General

- Develop an understanding of the educational, operational and financial needs and goals of North Carolina Outward Bound School and apply fundraising principles effectively.
- Develop annual and 3-year goals that support the NCOBS strategic plan. This plan will in turn inform the regional advancement plan.
- Participate in the development and support of the comprehensive campaign.
- Manage development department staff to meet position, department and school goals.
- Work with the Director of Sales to collaboratively manage and drive the advancement team.
- Manage all writing for the development department. Collaborate with sales and student services on branding message. Manage all grant writing.
- Work closely with the Executive Director as a constituent-building and solicitation partner.
- Communicate and engage all employees on the goals and initiatives of the advancement team.
- Seek and build collaborative relationships with various constituencies of NCOBS including, but not limited to the Board of Directors, advisory boards, friends, alumni, parents, staff, foundations, and corporations in targeted regions in alignment with School and department goals.
- Stay abreast of current trends and technology in the development and fundraising field.
- Responsible for the development budget. Works with the Director of Sales regarding all shared budget functions.
- Establish and enforce written development policies, systems and procedures.

Donor & Alumni Relations

- Drive donor acquisition, acknowledgement of gifts and donor recognition.
- Manage and assure all prospective and alumni donors are tracked, solicited and engaged in alumni and fundraising events.
- Manage donor research to assess alumni family donor capability.
- Work with the advancement team to coordinate all communication and solicitation for donor and alumni.
- Convert alumni to donors and increase gifts.
- Coordinate and deliver successful fundraising events that increases student enrollment and build donor relations.
- Oversee the Invitational Expedition Program.

Annual Giving & Major Gifts

- Plan and administer an annual giving program that increases both the number of donors and annual gift totals. Foster a culture of giving among the School's board, partners, alumni and employees.
- Manage reports and uses statistics to evaluate current annual giving programming and make recommendations for program improvement. Analyze giving trends to achieve fundraising goals during the fiscal year, and to set annual goals and objectives.
- Manage the development of annual giving materials, which includes the annual report.
- Work with the Executive Director on identification and cultivation of major gifts and endowments.
- Coordinate and drive fundraising for the veteran's program and general scholarship funds.
- Work with student services and the finance department on the coordination of financial aid and scholarship awards.

Regional Advancement Plan (RAP)

- Work with the Director of Sales and Executive Director to align and drive the regional advancement plan in coordination with the regional advisory boards.
- Implement all development and fundraising initiatives in the regional advancement plan.
- Seek and build relationships with various constituents in each region, including the regional advisory boards and partner schools.

Qualifications:

- Bachelor's degree required.
- A minimum of five years' experience in development, fundraising and managing teams.
- Demonstrate knowledge and passion for NCOBS and Outward Bound programs, history and philosophy.
- Proven outcomes and experience with working and leading within a collaborative team environment to achieve goals.
- A proven track record of securing leadership and major gifts; applying development best practices; building philanthropic relationships; planning annual giving, developing and

supporting the use of technological innovations; and applying prospect cultivation strategies in a progressive development operation.

- Exemplary writing, speaking, and presentation skills.
- Experience with special event design and management.
- Ability to examine effectiveness of development staff and direct ongoing trend analysis
- Effective budget management experience.
- Familiarity and experience with computer databases and specifically Blackbaud products (Raiser's Edge).
- Proficiency in Microsoft Office programs (Word & Excel).
- Experience with using technology for fund raising purposes.
- 30% travel required; some irregular hours may be required.
- Must be able to lift 40 pounds.

PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled.

Click the following to apply and submit your CV/resume:

[Apply Now](#)

Or copy and paste the following link into your browser:

<http://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=apply&jobOrderID=3815947&portalID=5652>

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North Carolina Outward Bound strives to build a diverse and supportive community. We welcome and respect diversity of background, experience, identity, and opinion in our staff. We embrace people of any race, color, sex, age, socioeconomic class, sexual orientation, national origin, gender identity, ethnicity, religion, family make up, and veteran's status.



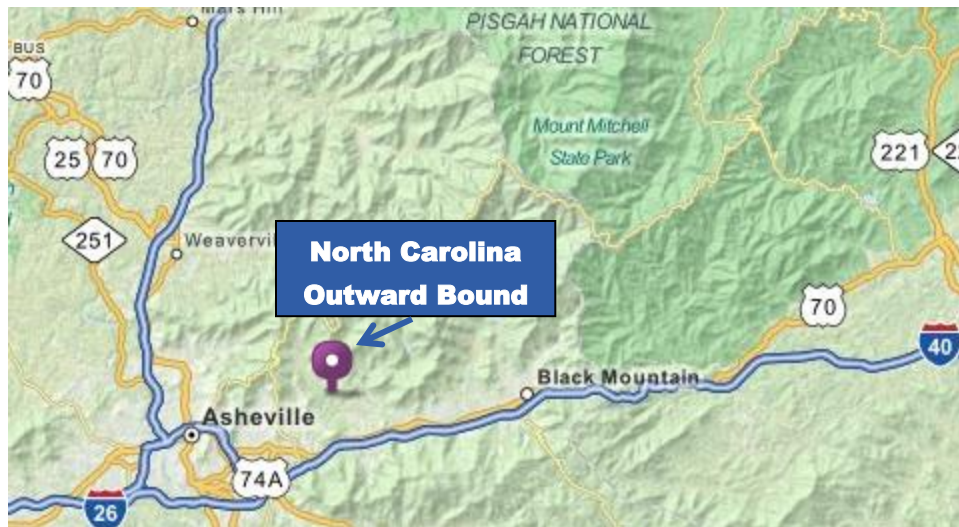
[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education, healthcare and not-for-profit communities nationwide. Our mission is to facilitate the placement of top talent for mission driven organizations. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including NY, NC, MI and CA.



ASHEVILLE, NORTH CAROLINA

If you enjoy live music, international cuisine, outdoor cafes, clubs, taprooms, coffee houses, food co-ops, eclectic architecture, history, baseball, boutiques, art galleries, independent bookstores, theatre, dance, handicrafts, organic markets, street festivals, music festivals, film festivals, hiking, biking, climbing, rafting, kayaking, canoeing, horseback riding, snowboarding, skiing, ice skating, golf, trout fishing, camping or picnicking, then Asheville, North Carolina is the perfect place to live.

Asheville is nestled in the Blue Ridge mountains, an artist's community and college town at heart, and ranks as [#6 among U.S. cities as a Place to Do Business](#) by Forbes.com. Asheville combines small-town charm with an extraordinary urban sensibility.



Interesting facts about Asheville, NC:

- The **Pisgah** and **Nantahala National Forests** are right next door to Asheville as well as the famous **Blue Ridge Parkway** while the historic **Appalachian Trail** is less than an hour away.
- George Vanderbilt created [Biltmore Estate](#) on 8,000-acres in the mountains of Asheville.
- Ranked as one of “[5 of the Healthiest and Greenest Cities in America](#)” by GreenerIdeal.com.
- Ranked as one of the “[10 Great Sunny Places to Retire](#)” by Aarp.org.
- “[#1 Small City for the Arts](#)” in 2010 according to *AmericanStyle* magazine with more than 40 galleries showcasing works by the region’s talented artists as well as top artists from around the world.

For additional information on Asheville, North Carolina, please visit:

[Asheville Chamber of Commerce](#)
[Explore Asheville](#)
[Asheville Citizen Times Local News](#)