



Director of Development

Location:

Lawrenceville, NJ

Position Type/Classification:

Full-Time/Exempt

Reporting to:

Chief Development & Advancement Officer

Compensation:

\$88,000-\$95,000/annually

Summary/Objective

HomeFront is searching for an **innovative, visionary, and results-driven Director of Development** to lead and elevate our fundraising efforts as we work to break the cycle of poverty and ensure every family has the opportunity to thrive. This critical leadership role offers an exciting opportunity to make a lasting impact by strengthening HomeFront’s **annual giving program**, building deeper relationships with donors, and driving growth in philanthropic support for our life-changing programs.

Reporting to the **Chief Development and Advancement Officer (CDAO)**, the Director of Development will be a key member of our passionate and high-performing Advancement team. You’ll take the lead in designing and executing **innovative donor cultivation strategies** that inspire new supporters, retain existing donors, and motivate donors of all levels to deepen their commitment. Through creative outreach and personalized engagement, you will build a sustainable pipeline of support, ensuring HomeFront has the resources to provide safe housing, critical services, and transformative opportunities to families in need. The Director of Development will also manage a team of five dedicated individuals including our two Grant Writers, Development Operations Manager, Donor Relations Specialist and Development Operations & Administrative Specialist.

This is more than a fundraising role—it’s a chance to bring your strategic mindset and relationship-building expertise to a mission that changes lives every day. You’ll develop tailored campaigns, leverage data-driven insights, and create memorable experiences that connect donors to the heart of our work. From growing our annual giving program to crafting impactful donor journeys, your contributions will empower HomeFront to scale its mission and deliver hope to countless families.

If you’re energized by leading with innovation, driven by results, and inspired by the idea of making a tangible difference in your community, we invite you to join us as our **Director of Development**. This is your chance to bring bold ideas to life, deepen donor engagement, and play a pivotal role in helping us achieve our vision of a future where no family faces homelessness.

Essential Job Functions/Responsibilities

Annual Giving Program Management

- Develop and execute a comprehensive annual giving strategy, including direct mail, digital campaigns, and peer-to-peer fundraising.

- Monitor and analyze the performance of annual giving campaigns, adjusting strategies to meet or exceed revenue goals.
- Create segmented and personalized donor communications to drive engagement and retention.

Donor Cultivation

- Build and manage a portfolio of donors, focusing on cultivation, solicitation, and stewardship to increase their giving levels.
- Develop tailored engagement plans to create meaningful connections with mid-level donors (explain what mid-level is for us) and transition them toward major giving levels.
- Collaborate with the CDAO to identify donors with potential for planned or major gift opportunities.

Donor Stewardship and Retention

- Design and implement donor recognition programs to enhance donor loyalty and satisfaction.
- Coordinate donor appreciation events, including virtual and in-person gatherings, to strengthen relationships with supporters.
- Regularly communicate with donors about HomeFront's impact, ensuring alignment with their philanthropic interests.

Management and Leadership

- Manage five direct reports related to foundation and corporate support, mid-level stewardship, administrative assistance and database management.
- Provide leadership and guidance on fundraising tactics, event planning, and donor relations.
- Foster a collaborative and innovative work environment that encourages creativity, professional growth, and teamwork.
- Mentor and supervise development staff and volunteers, as assigned, to support annual giving and donor cultivation initiatives.
- Work closely with the Marketing and Communications team to ensure consistency in messaging across all donor-facing materials.
- Partner with the Development team to align donor strategies with overall fundraising goals and priorities.

Data Management and Reporting

- Leverage the donor database to analyze donor trends and create actionable insights for improving donor retention and acquisition.
- Track and report on key performance indicators (KPIs) for annual giving and mid-level donor programs.
- Ensure donor data is accurate, confidential, and well-maintained.

Competencies

Annual Giving Expertise

- **Campaign Management:** Deep understanding of annual giving strategies, including direct mail, digital fundraising, and peer-to-peer campaigns.
- **Donor Segmentation:** Ability to develop and implement segmented approaches to personalize appeals and enhance engagement.
- **Data Analysis:** Proficiency in tracking campaign performance metrics and using data to inform strategy.

Donor Cultivation

- **Relationship Building:** Strong interpersonal skills to cultivate and steward relationships with donors.
- **Donor Pipeline Development:** Ability to identify and nurture donors for transition to major gift prospects.
- **Personalized Stewardship:** Skill in creating tailored cultivation and engagement plans to deepen donor connections.

Management and Leadership

- **Team Leadership:** Demonstrated success in leading and motivating teams, fostering a collaborative and inclusive environment, and managing performance to achieve ambitious goals.
- **Mentorship and Development:** Strong commitment to mentoring and developing staff, providing opportunities for growth, and building a high-performing and engaged team.
- **Relationship Building:** Exceptional interpersonal skills with the ability to inspire confidence and trust among diverse stakeholders, including staff, donors, board members, and community partners.

Communication Skills

- **Storytelling:** Exceptional ability to craft compelling narratives that inspire donors and communicate impact.
- **Writing Skills:** Proficiency in drafting donor appeals, acknowledgment letters, and stewardship reports.
- **Presentation Skills:** Confidence in presenting fundraising updates and ideas to stakeholders, including donors and leadership.

Data and Technology Proficiency

- **CRM Systems:** Experience in using donor database systems (Blackbaud NXT/Raiser's Edge) for tracking, segmentation, and reporting.
- **Digital Tools:** Familiarity with online giving platforms, email marketing tools, and social media for donor outreach.
- **Reporting:** Ability to generate and interpret data reports to assess fundraising progress and identify trends.

Project Management

- **Organization:** Highly organized with the ability to manage multiple fundraising campaigns and projects simultaneously.
- **Time Management:** Effective at meeting deadlines while maintaining attention to detail.

- **Problem-Solving:** Capable of adapting to challenges and finding creative solutions to achieve goals.

Team Collaboration

- **Cross-Departmental Coordination:** Ability to work effectively with marketing, communications, and program teams to ensure cohesive messaging and alignment.
- **Mentorship:** Skilled in guiding junior development staff or volunteers to achieve team objectives.
- **Collaboration:** Thrives in a team-oriented environment, contributing to a shared vision for fundraising success.

Financial Acumen

- **Budget Management:** Experience in managing budgets for annual giving and donor cultivation programs.
- **ROI Analysis:** Ability to evaluate the cost-effectiveness of campaigns and adjust strategies to maximize revenue.
- **Goal Setting:** Skilled in setting realistic yet ambitious fundraising goals and achieving measurable results.

Personal Attributes

- **Passion:** Genuine commitment to HomeFront's mission and the impact of its programs.
- **Integrity:** Demonstrates ethical fundraising practices and maintains donor confidentiality.
- **Adaptability:** Flexible and resilient in responding to changing priorities and opportunities.
- **Initiative:** Self-motivated with a proactive approach to achieving goals and improving processes.

Required Education & Experience:

- Bachelor's degree in related field
- Five+ years of development-related experience
- Experience managing a team of individuals
- Valid Driver's License

Preferred Education & Experience:

- CFRE

Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Duties, responsibilities, and activities may be added or changed as needed.

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