



ALL SOULS COUNSELING CENTER

Come join our dynamic and compassionate team! Together we are changing lives by providing accessible, robust mental health services in Western NC.

Job Description: Director of Development

All Souls Counseling Center (ASCC) is a 501c3 nonprofit organization whose mission is to serve as a leading nonprofit provider and community partner for quality mental health counseling, outreach, and education with a focus on those who are underinsured and uninsured in WNC.

Based in a cozy, historic house in Asheville, NC, our services are available to adults residing in the western counties of NC. We provide individual, couples, and group counseling on a sliding scale, with no one turned away for inability to pay. At ASCC, we've cultivated a work culture that's warm, friendly and exceptionally supportive, fostering a strong sense of camaraderie among our team.

Our Core Values:

- We believe that everyone deserves quality, affordable and accessible mental health counseling.
- We believe in engaging in the ongoing work to create an inclusive, equitable work culture that embraces the diversity within the greater community.
- We believe in the transformative power of community partnerships to enhance mental wellness in WNC.

Description: Under the direction and supervision of the Executive Director, the Director of Development is responsible for the day-to-day oversight and management of fund development, grant writing and management, marketing, and events at ASCC.

Key Responsibilities:

- With the assistance of the Executive Director, manage all fund development activities with individuals, businesses/organizations, and faith-based organizations, including:
 - Cultivating and maintaining relationships with donors and sponsors
 - Communication with donors and sponsors
 - Securing gifts and sending acknowledgements
 - Designing donor appeal content, including a bi-annual giving campaign
- Manage all grant activities, including research, writing, reports, and communication with granting agencies
- Supervise and provide quality mentoring and training to ASCC's Outreach and Community Engagement Manager
 - The Outreach and Community Engagement Manager oversees all communication channels, including social media, email marketing and newsletters, ASCC's website, and print marketing materials, in addition to forming and maintaining links with community partners and groups.
- Oversee all planning for fundraising events, including event planning, marketing, and participant and volunteer recruitment
- Ensure that development staff and the organization utilize the highest ethical and professional standards and best practices established by the Association of Fundraising Professionals and actively participate in the local AFP chapter.

- Coordinate, design, and publish ASCC's Annual Report
- Lead monthly Development Committee meetings and provide Development Reports, with the assistance of the Development Committee Chair
- Manage donor and grant data utilizing the platform DonorPerfect and use data-driven insights and analytics to retain and increase funding support
- Provide fundraising reports to ASCC leadership and the Board of Directors
- Oversee the Green Ribbon Society, ASCC's donor leadership giving program
- Oversee and track departmental expenses, including those related to special events, marketing, and fundraising
- Assist with ASCC's public relations efforts, including press releases, public speaking, and liaising with local, state, and federal agencies
- Attend meetings with the staff and Board and provide updates on development activities

Qualifications:

- Bachelor's Degree in Marketing, Business, Communications, or field related to key responsibilities
- Minimum of three years experience in nonprofit fundraising, grant writing and reporting, event planning, marketing, and public relations
- Experience engaging with key stakeholders for the purpose of championing the mission of an organization and developing complimentary partnerships
- Understanding of the available tools and platforms in the social media space and effective social media marketing strategies
- Must be web-savvy and computer literate (working knowledge of Microsoft Office and Google Suite). Proficiency in DonorPerfect or other CRM platforms and Canva is a plus. Knowledge of graphic design and AI is a plus.
- Effective communication skills, both written and verbal, and an ability to communicate skillfully and confidently with donors, supporters, press, and community contacts
- Self-motivated, strong organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Passion for the mission of ASCC

Salary: \$55,000-65,000 annually based on experience

Benefits: Paid holidays, generous sick and personal leave, retirement benefits, comprehensive health and dental insurance, and a supportive environment that promotes self-care. This position is in-person based at our Center with the ability to work remotely one day per week.

This job description does not list all job duties. Occasionally, a supervisor might request the performance of other reasonable duties in order to improve the development and community engagement aspects of the agency. This position may also require infrequent working hours during evenings and weekends for special events.

To Apply: Send a resume and cover letter to search@allsoulsounseling.org with the subject line: "Job Application: Director of Development"

All Souls Counseling Center is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, sexual orientation, gender identity, age, religion or disability status.