



Position Posting:

Chief Development Officer

Full-Time

Summary

The Chief Development Officer (CDO) is responsible for all activities related to conceptualizing and implementing strategies to develop the organization's brand, external presence and fundraising operation while achieving measurable results.

The position serves as the chief strategist on external affairs and leads the organization's day-to-day efforts in gaining private resources, market research and planning, strategic direction for promotion and advertising. This position is responsible for hiring, training and coaching the department's staff as it related to fundraising and external affairs.

The CDO is a member of the Senior Leadership team and reports directly to the President & CEO. This position will also work closely with the organization's Board of Directors, Business Advisory Council and regional executive leaders in advancing the mission of VersAbility Resources.

Primary Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the primary duties.

- Provides leadership for a comprehensive strategy to develop and manage fundraising initiatives to include annual giving, major gifts and legacy giving.
- Provides leadership in implementing the organization's strategic plan as it relates to fundraising and marketing.
- Provides leadership and direction in implementing a comprehensive development strategic plan.
- Serves as chief marketing officer for VersAbility Resources, providing leadership in brand development, strategy development and implementation, community outreach, and all media, digital and print collateral.
- Develops an annual marketing plan with strategies and tactics and garners resources necessary to achieve measurable goals.
- Directs the implementation and execution of marketing and development policies and procedures.
- Ensures marketing communications are coordinated; leads the marketing plan objectives; and, meets the budgetary requirements of VersAbility Resources.
- Oversees and directs the development and administration of the Marketing and Development annual budget.
- Manages the hiring, training and coaching of fundraising and marketing staff.



Position Posting:

Qualifications/Skills & Knowledge Requirements

Education: Bachelor's Degree in Business Administration, Communications, Public Relations, Marketing or a related field. Master's preferred.

Experience: Minimum of five years of professional and progressive experience in managing projects and teams. A proven track record of substantial success in fundraising, including securing major gifts, is required.

Skills Knowledge & Abilities:

- Knowledge of industry best practices/standards
- Skill in successful implementation
- Skill in organization
- Skill with interpersonal relationships
- Skill with written communication
- Skill with oral communication
- Ability to analyze data
- Ability to guide programs through change
- Ability to translate complex concepts

- Ability to address and resolve complex problems
- Ability to multitask

Environmental:

- Typically, the incumbent may sit comfortably to do the work.
- Travel to local business, events and conferences will be required.
- There will be some walking, standing, bending, carrying of light items such as papers, books, etc.
- These tasks are required less than 20% of the time. No special physical demands are required to perform the work.

About VersAbility Resources

VersAbility Resources, formerly known as The Arc of the Virginia Peninsula, has been serving individuals with disabilities and their families for over 60 years. We support 1,600 people with disabilities each year in early childhood, community living, day support, and four different employment programs. We serve the entire Hampton Roads region and the 10 counties on the Middle Peninsula/Northern Neck.



Position Posting:

With a budget of nearly \$44 million and over 1,000 employees, we are a major service provider, business, and employer. We subcontract with disability-serving agencies across the country to fulfill four nationwide contracts and have created 300 jobs for people with disabilities across the globe. We are a capable business partner, engaged in federal contracting, manufacturing, packaging, digitization, recycling, and more.

Our Vision

We envision a world where people with disabilities enjoy dignified, productive lives of their choosing as fully accepted members of society.

For more information and to apply, visit:

<https://recruiting.ultipro.com/ARC1009ARCVP/JobBoard/216d4d69-3d04-486f-b34c-7681bed6cdde/OpportunityDetail?opportunityId=cff6d64c-4490-4d18-8124-07f59ca4901c>

***VersAbility Resources is an Equal Employment Opportunity/Affirmative Action employer:
EOE/M/F/Disability/Vet/Drug Free Workplace***