



Job Posting

DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

The Opportunity

Healthy organizations like Meals on Wheels of Wake County (MOW-WC) use momentous milestones, such as their 50th anniversary, to honor their past and boldly frame their future. Since its founding in 1974, when Juliette Singleton delivered meals to nine clients, MOW-WC has grown into a trusted, beloved institution, serving 1,400 meals daily across Wake County. This impact has been fueled by generations of dedicated volunteers and visionary leaders who have shaped the organization into a vital lifeline for seniors in need.

Today, MOW-WC stands at an exciting crossroads. The arrival in October 2024 of nationally recognized leader Ashley McCumber as Executive Director marks the beginning of a transformative new chapter. Known for his deep expertise in food insecurity and elder care and his success in advancing the Meals on Wheels mission nationwide, Ashley brings a bold vision for growth and innovation. His dynamic leadership inspires confidence and enthusiasm among staff, volunteers, and supporters as MOW-WC embarks on its next phase of evolution and impact.

As a key member of the MOW-WC senior leadership team, the **Director of Development and Communications** will play a pivotal role in shaping this future. This leader will guide the organization's fundraising, volunteer engagement, and communications efforts, ensuring alignment behind a shared vision to nourish, enrich, and strengthen the lives of seniors in Wake County. From harnessing the energy of MOW-WC's constituents to advancing its brand as a leader in senior nutrition and care, this role offers an extraordinary opportunity to make a lasting impact on the lives of Wake County's most vulnerable neighbors

About Meals on Wheels of Wake County

MOW-WC's mission is to ensure every senior in need receives nourishment, companionship, and dignity. Through a combination of home-delivered meals and 11 Friendship Cafés across the county, MOW-WC serves more than 900 homebound seniors and active older adults daily. Volunteers are the backbone of this effort, delivering meals and providing essential human connections that make MOW-WC truly "more than a meal."

The organization has a proud history of innovative service, highlighted by a transformative \$1.5 million gift from author and philanthropist MacKenzie Scott in 2021. MOW-WC leadership is now eager to identify strategies for maximizing the impact of this gift as part of its long-term vision.

The Opportunity

The Director of Development and Communications will lead a team of three full-time employees and several contractors in generating \$2.5 million+ annually from philanthropic sources, including individuals, corporations, foundations, civic organizations, and special events. The Director will also oversee volunteer engagement efforts, valued at an additional \$1 million annually, and serve as a key steward of the MOW-WC brand.

Reporting to the Executive Director, the Director of Development and Communications will work closely with the senior leadership team to align fundraising and communications strategies with the organization's overall mission and goals. This is a highly collaborative, creative role requiring strategic thinking, problem-solving, and a passion for community engagement.

Key Responsibilities

1. Fundraising Strategy and Execution

- a. Develop and execute a comprehensive funding strategy in partnership with the Executive Director and the Board Development Committee.
- b. Drive major gift cultivation and stewardship, including one-on-one meetings with high-net-worth individuals, corporate leaders, and foundation representatives.
- c. Oversee the annual fund, direct mail campaigns, and planned giving initiatives.
- d. Identify and pursue new funding opportunities within the business and philanthropic communities.

2. Volunteer Engagement

- a. Supervise the Assistant Director of Volunteers and Institutional Relationships and ensure the success of volunteer recruitment, retention, and engagement programs.
- b. Advocate for the value of volunteers in communications and community presentations.

3. Communications and Branding

- a. Supervise the Assistant Director of Annual Fund, Events, and Institutional Relationships.

- b. Lead all communications efforts to advance MOW-WC's brand and mission.
- c. Oversee the development of newsletters, annual reports, and other organizational publications.
- d. Increase visibility through public relations, media outreach, and community presentations.
- e. Develop and maintain donor and volunteer databases for targeted marketing and communications.

4. Collaboration and Leadership

- a. Serve on the senior leadership team with the Director of Finance and Administration and the Director of Program Services to ensure organizational alignment and growth.
- b. Support the Executive Director in advocacy efforts for government funding.
- c. Act as an ambassador for MOW-WC in interactions with the community, stakeholders, and donors.

5. Strategic Planning and Impact Measurement

- a. Participate in strategic planning processes to maximize the impact of MOW-WC's resources, including the transformational \$1.5 million gift.
- b. Regularly evaluate and refine fundraising and communications strategies to meet evolving needs and goals.

Qualifications

- Bachelor's degree in Marketing, Development, Communications, or a related field; advanced degree preferred.
- Minimum of seven years of direct fundraising experience, preferably in a nonprofit environment.
- Demonstrated success in major gift cultivation, corporate partnerships, and foundation grant writing.
- Strong leadership and team management skills, with the ability to mentor and inspire staff and volunteers.
- Exceptional written and verbal communication skills, including public speaking and media relations.
- Strategic thinker with financial acumen and the ability to manage fundraising budgets and goals.
- Proficiency in donor management software, MS Office Suite, and other relevant technologies.
- Deep commitment to MOW-WC's mission and values, with a servant leadership mindset.

Compensation and Benefits

MOW-WC offers a comprehensive benefit package for its employees. The salary range for this position is \$95,000 - \$110,000.

To Apply: Please send a cover letter and resume in one attachment by December 31, 2024, by applying [HERE](#). Applications will be accepted until the position is filled.