



# CENTER FOR LEADERSHIP DEVELOPMENT

Cultivating Character / Empowering Youth / Enriching Community

Department	Development	
Job Title	<b>Vice President, Development and Communications</b>	
Reports to	President	
<b>Travel Required:</b> ✓ Local	<b>Type of position:</b> ✓ Full-time, Exempt	<b>Hours:</b> ✓ 40 Hours M - F Some scheduled evenings and weekends

## About Us

The mission of the Center for Leadership Development (CLD) in Indianapolis, Indiana is to foster the advancement of minority youth in Central Indiana as future professional, business, and community leaders by providing experiences that encourage personal development and educational attainment.

CLD’s vision is to establish the Center for Leadership Development as one of the most preeminent centers in the nation for inspiring the highest character and leadership skills and the highest academic college and career achievement in African American youth.

The Center for Leadership Development is cultivating character, empowering youth, and enriching community.

CLD has a proven record of transforming the lives of African American youth and their families in overcoming pervasive challenges. Its programs equip students for post-secondary and professional success with the tools, character development, values, and skills they need to flourish and enrich their communities.

## GENERAL POSITION DESCRIPTION

The Vice President, Development and Communications (VP) is responsible for developing an overarching strategy that elevates CLD’s brand and impact of its mission while ensuring the maintenance and growth of its revenue streams.

The VP will design and implement a comprehensive plan for resource development with integrated communications strategies that ensure public awareness, brand consistency and donor engagement, and an infrastructure needed to sustain and grow revenue through the solicitation of major gifts, city and state grants, special events and corporate and foundation support. The VP will optimize the strength and impact of marketing and messaging with brand consistency across the website, social media, events, presentations, and print materials.

The VP will directly supervise a five-member Development team consisting of Manager of Events & Sponsorships, Manager of Marketing and Communications, Manager of Grants and Administration, Alumni Relations Coordinator, and Development Coordinator, while guiding and directing them to effectively reinforce CLD’s overall impact and growth.



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## **ROLES & RESPONSIBILITIES**

- Responsible for revenue generation, donor cultivation, brand management, media communications, marketing and outreach, data tracking and analysis.
- In partnership with the President, the VP leads strategic fundraising, oversees initiatives, oversees public communications and marketing, and ensures that all messaging aligns with the CLD mission to attract donors, media and stakeholder support.
- Develops and implements a comprehensive development and fundraising strategy to include corporate partnerships, events, foundation support, government grants, individual and planned giving, and major gifts.
- Collaborates with Vice President & Chief Program Officer and Manager of Program Evaluation to communicate program's overall effectiveness, data results and community impact.
- Directs communications vision and strategies, including marketing, website and SEO, social media and print materials.
- Ensures brand consistency across all platforms and media.
- Builds visibility and awareness of CLD's impact.
- Ensures maximum impact of all communications efforts, including written products, videos, photos/images, design elements, and online campaigns.
- Leads all fundraising events including the Minority Achievers Awards and Scholars Gala, Charity Golf Classic, and the fundraising and College Fair portions of the College Prep Conference.
- Oversees the development and execution of all fundraising proposals with a long-term relationship-management approach.
- Monitors all fundraising and communications impact. Provides and presents statistical analysis to the Board and senior leaders.
- Develops and implements a stewardship program aimed at cultivating deeper ties with community and major donors.
- Maintains and expands relationships with corporate partners.
- Tracks funding requirements and ensures compliance with reporting deadlines and deliverables.
- Collaborates with Programs, Fiscal and Leadership teams to align communications goals and funding opportunities with organizational needs and priorities.

## **WORK EXPERIENCE and SKILLS REQUIREMENTS**

- Ten years of professional experience in nonprofit organization.
- Demonstrated success in a development role (managing and forging relationships with multiple donor sources) with additional leadership responsibility for communications functions.
- Ability to construct, articulate, and implement an annual strategic development/communications plan
- First-hand experience cultivating and growing existing donor relationships over time.
- Exceptional written, verbal, interpersonal and presentation skills, including the ability to communicate with varied audiences persuasively and effectively.
- Strong organizational skills and attention to detail.
- Flexible and adaptable style, a leader who can positively impact both strategic and tactical initiatives.
- Ability to work both independently without close oversight, and also a team player who will productively engage with others at varying levels of seniority within and outside CLD.
- Ability to think strategically and drive initiatives to completion.
- Functional skills with Windows 10, Microsoft Office, and Monday.com Project Management Software.
- Familiarity with WordPress, basic HTML, Google Analytics/Ads/Office Suite, InDesign, Photoshop, Canva, Facebook/Instagram Ads, and Constant Contact preferred.



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- The highest standards of integrity, ethics, and professionalism.
- Strong budgeting, fiscal and data analytic skills.
- Strong organizational and time management skills with exceptional attention to detail, and ability to manage multiple tasks and projects at a time.

## **ATTRIBUTES**

- Communicator. Proficient verbal and written communication skills.
- Self-starter. Takes the initiative to not only identify a problem but work to solve it.
- Critical Thinker. Form reasonable judgments; provide evidence, reasons, or rationale for decisions.
- Team player. Works well independently, but recognizes value of working with corporate management, employees, and the larger community.
- Flexible. Must be willing to learn quickly and respond to a changing environment.
- Efficient. Able to multitask, prioritize and manage multiple projects in a fast paced, customer-oriented environment while being detailed and highly organized.
- Passion. Must be excited about the CLD mission, youth and the communities we serve.
- Character. Impeccable.

## **EDUCATION and/or CERTIFICATION REQUIREMENTS**

Master's Degree preferred- Philanthropy, Communications, Business Administration, Non-profit/Public Organization Management, Nonprofit Management, or a related field.  
CFRE Designation preferred.

## **PHYSICAL REQUIREMENTS/DEMANDS**

- Generally sedentary work, remaining in a stationary position for long periods of time. Events require physical exertion, including lifting of boxes and tubs, moving chairs and tables, loading and unloading supplies.
- Position requires working evenings and weekends and a commitment to this schedule.
- Must have reliable transportation.

## **WORK ENVIRONMENT**

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, printers, scanners, laminators, and photocopiers.