

# Job Description

Position: Development Director  
FLSA Status: Exempt  
Reports To: Executive Director



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## COMPANY OVERVIEW

Shafer Leadership Academy is a non-profit community leadership which provides inclusive leadership development so that people, organizations and communities reach their full potential. Our vision is to empower people to inspire positive change in their community. Our participants excel in their careers, enrich the lives of others and transform their communities.

## POSITION SUMMARY

The Development Director will primarily serve as the first point of contact between Shafer Leadership Academy and new partners. The Development Director is responsible for growing Shafer Leadership Academy's partner base across East Central Indiana with a focus on Delaware County. The Development Director's primary focus is on finding new Shafer Leadership Academy member organizations, with a secondary focus on cultivating new custom program clients. As a result, the Development Director will spend much of their time traveling East Central Indiana meeting clients within the manufacturing, higher education, non-profit, association, and service industries. The Development Director will also be expected to check in quarterly with current member organizations to ensure partner satisfaction and to discuss additional partner needs. The Development Director may have limited responsibilities assisting with Shafer Leadership Academy program delivery and implementation of special events.

## OBJECTIVES

### **New Member Cultivation**

- Become a subject matter expert on membership options
- Contact potential clients to establish rapport and arrange meetings
- Work with the Executive Director and Marketing Consultant to plan new marketing initiatives
- Find and develop new markets
- Work with the SLA staff and / or board members, when appropriate, to facilitate warm introductions
- Attend relevant conferences, meetings, industry, and community events

### **New Custom Program Client Cultivation**

- Become a subject matter expert on custom program options
- Research organizations and individuals to find new opportunities
- Develop strategy to expand and deepen membership participation
- Contact potential clients to establish rapport and arrange meetings
- Work with the Executive Director to develop quotes and proposals for clients
- Follow-up with clients post-program delivery to assess customer satisfaction
- Work with the SLA staff and / or board members, when appropriate, to facilitate warm introductions
- Attend relevant conferences, meetings, industry, and community events

### **Current Member Management**

- Facilitate quarterly check-in appointments with current members to assess member satisfaction and needs
- Work with the Program Director to maintain membership usage data
- Develop member satisfaction evaluation tools and metrics
- Develop strategy to expand and deepen membership participation
- Create member appreciation practices
- Collect member impact stories
- Work with Executive Director and Marketing Consultant to lead the annual members re-enrolment process

## **KNOWLEDGE, SKILLS, & ABILITIES REQUIRED**

- Personal qualities of integrity, credibility, and a commitment to SLA's mission
- Possess a compelling sales personality rooted in the ability to connect with a diverse group of people
- Ability to flourish with minimal guidance, be proactive, and handle uncertainty
- Exceptional active listening skills
- Demonstrate a hunger to chase and close new business from cold calls and inbound warm leads
- Ability to support multiple work assignments simultaneously and establish priorities
- Strong computer application skills
- Must be adaptable and flexible in dealing with a variety of people and situations

## **EDUCATION & EXPERIENCE NEEDED**

- Required
  - Bachelor's Degree from an accredited college or university or equivalent experience
  - 3 - 5 years of non-profit fundraising or for-profit sales experience
  - Experience working among a broad section of the Muncie / Delaware County community
- Preferred
  - Bachelor's Degree from an accredited college or university
  - Graduate of Shafer Leadership Academy's Emergence program
  - 6 or more years of non-profit fundraising or for-profit sales experience
  - Demonstrated understanding of Shafer Leadership Academy's mission, programs, and current partners

## **POSITION INTERACTS WITH**

The Development Director will work directly with the Executive Director on a regular basis. This position will also have regular contact with members of the board of directors, the Program Director, and the Marketing Director. This position will sit on the Research Development and Finance Team in an ex-officio role. Direct contact with current and prospective members is expected on a frequent basis by phone, email and in person. Courtesy and respect are always expected towards clients and all members of the team.

## **PHYSICAL REQUIREMENTS OF THE POSITION**

The key physical requirements of this position include the ability to travel primarily within Delaware County, with secondary travel in the East Central Indiana area, lift up to 25 pounds; use of standard office equipment, including personal computers; and movement within a standard office, sometimes with stairs.

## **USE OF EQUIPMENT**

Not limited to: personal computer, office software, multi-function printers and various office equipment.

## **WORKING CONDITIONS**

Typical work week will be 40 hours. Exact work schedules will vary from week to week based on business development opportunities and Shafer Leadership Academy special projects. Position will be required to make regular business contacts during the hours of 8:00 AM – 5:00 PM. The Development Director will be expected to travel regularly.

## **SUPERVISORY RESPONSIBILITIES**

None

## **COMPENSATION**

This position is full-time, and compensation includes a competitive salary plus paid vacation, holiday time off, travel allotment, meals allotment and a phone allotment. This position includes a work from home option.

*The specific statements shown in each section of this description are not intended to be all-inclusive; they represent typical elements and criteria necessary to successfully perform the duties of the job.*

**THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT**