



Development Director Job Description

Objectives of the Position:

The Development Director is responsible for leading all development activities within the Palmetto Women's Center (PWC) in effort to raise funding for organization operations. The position develops, implements, and monitors a comprehensive fundraising plan to expand support of the organization, including identifying and strengthening relationships with financial partners, fostering strong donor and sponsor stewardship, and seeking new donor support. Additionally, this position plans and produces internal PWC fundraising events.

Reports to: Executive Director

Supervises: Donor Relations Coordinator

Qualifications:

1. Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior.
2. Exhibit strong commitment and dedication to the pro-life position.
3. Agree with and be willing to uphold the Statement of Faith and the policies of the center.
4. Have a bachelor's degree or related experience equivalent.
5. Experience in managing a donor software program.
6. Nonprofit fundraising experience with demonstrated major gift success.
7. Strong planning, organizational and critical thinking skills.
8. Has a willingness and ability to travel locally and nationally (if required) and willingness to work both day and evening hours, plus limited weekends when necessary. A vehicle and valid driver's license is required.
9. Exhibit skill in interpersonal communication, public speaking and problem solving.
10. Be able to provide spiritual leadership and support to the Development team.
11. Be able to carry out responsibilities with little or no supervision.

Essential Duties & Responsibilities

Strategic Fundraising Leadership

1. Design and implement a comprehensive Development Plan annually including but not limited to grant opportunities, corporate major giving, annual appeal development and management, third party events, and internal events.

2. Lead and expand major giving, including identification, cultivation, solicitation, and stewardship.
3. Manage a portfolio of major donors and personally solicit significant gifts.
4. Partner with the ED and Board to support fundraising and donor engagement.
5. Establish measurable fundraising goals and regularly track and report progress.
6. Plan and execute major annual fundraising events such as gala dinners, 5K races, etc.

Team Leadership & Culture

1. Lead, mentor, and support the Development Team.
2. Establish clear roles, expectations, and performance metrics.
3. Foster a collaborative, mission-centered, results-driven culture.
4. Provide on-going coaching, professional development, and encouragement.

Systems, Data & Operations

1. Oversee donor database/CRM to ensure accurate, timely, and actionable data.
2. Strengthen cross-departmental collaboration to support effective fundraising.
3. Lead modernization of fundraising systems, processes, and reporting.
4. Use data and analytics to inform strategy, segmentation, and decision making.
5. Ensure compliant gift processing, acknowledgement, and stewardship practices.
6. Maintain adherence to ethical fundraising standards and regulations.

Donor Engagement & Communication

1. Ensure consistent, meaningful donor communication and stewardship.
2. Lead development of the annual report and refine appeals and giving strategies.
3. Strengthen donor journey from first gift to long-term partnership and legacy giving.

Last Modified: 3/24/2026

Prepared By: Starsha Nicholas, Executive Director

Employee Acknowledgement:

I have read and understand the Position Description for the position I hold at Palmetto Women's Center. A copy of the Position Description has been given to me for my records. I acknowledge, understand and agree that:

1. It is to inform and assist me in the performance of my duties at Palmetto Women's Center.
2. It does not constitute an employment contract with PWC.
3. It does not confer any rights for any employee.
4. It is subject to change at any time without prior notice.
5. It is the property of PWC.

I understand and agree that my employment with Palmetto Women's Center is "at will" and may be terminated at any time, with or without cause, for any or no reason, and with or without prior notice.

Signature: _____ **Date:** _____