



Director of Development
Child First, Inc. National Program Office
Fairfield County, CT

Reports to: Child First Chief Operating Officer

Job Classification: Full Time Exempt

Summary of Position

The Director of Development is a new position at the Child First National Program Office (NPO), which provides an exciting opportunity for a motivated professional to build a new department in a rapidly growing organization. This professional is responsible for identifying and responding to grant opportunities, cultivating relationships for individual giving, and developing marketing and communications plans, all to support the annual and long range needs of the Child First NPO and national expansion. Reporting to the Chief Operating Officer, this professional will work with the CEO and COO to determine fundraising and communication priorities. The three primary goals in building out this new position will be to:

1. Seek and obtain new funding sources, particularly foundation grants, and expand individual giving
2. Build and organize infrastructure to support the organization's development efforts.
3. Improve and organize marketing and communications to support fundraising and expansion goals.

About Child First

Established in 2001, Child First (CF) is an evidence-based, two-generation intervention that works with very vulnerable young children (prenatal through age 5) and their families, providing intensive, home-based services to decrease the incidence of serious mental health problems, developmental and learning disabilities, and abuse and neglect. The Child First model is informed by research which clearly demonstrates that early experiences and relationships play a vital role in early brain development. When young children grow up in environments where there is violence, neglect, mental illness, or substance abuse, the stress can be toxic to young children's developing brains. Child First helps parents protect and heal their children from traumatic stress by ensuring that the parent-child relationships are nurturing and responsive. Child First provides (1) a psychotherapeutic, dyadic intervention to strengthen the parent-child relationship, and (2) care coordination to connect the family to needed services and supports. The model has strong evidence, including a randomized controlled trial, demonstrating the effectiveness of this intervention.

Child First has been designated by the U.S. Department of Health and Human Services (HHS) as one of the evidence-based home visiting models under the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program. Since 2010, Child First has built a statewide Network of 14 affiliate agencies in Connecticut and recently has expanded to Florida and North Carolina. Child First, Inc., which serves as the model's National Program Office (NPO), was incorporated in 2012 and began independent operation in 2013. The NPO oversees and supports the Child First Network of affiliates across the country.

Child First currently serves 1,000 children and their families each year in Connecticut and expects to serve another 700/year in Florida and North Carolina. Over 25 states have inquired about implementing the Child First model. The Child First Network of affiliates have program budgets totaling over \$17 million. The National Program Office has an operating budget of \$6.85 million (FY17) of which \$3.7 million are for the direct operation costs of the NPO with staff of 19 projected for FY17.

Key Job Responsibilities

GENERAL RESPONSIBILITIES

- Oversee all aspects of resource development and fundraising, working with the CEO, COO, and the Board Development Committee to structure and implement the organization's overall fundraising strategy, annual development plan, and related marketing and communication needs.
- Oversee all communications work with staff and consultants involved in publications, web development and maintenance, graphic design, videography, and other forms of relaying the Child First story to ensure the delivery of a powerful and effective portrayal of the Child First model and its implementation throughout the Child First Network
- Develop and manage the budget for both development and communications in conjunction with the financial department

DEVELOPMENT and FUNDRAISING

- Establish a strong working relationship with Child First NPO senior management to identify funding priorities, develop proposals, and generate material for communications vehicles
- Establish a strong working relationship with the CEO and COO to support and enhance fundraising efforts
- Identify, cultivate, and oversee the solicitation and securing of grants and gifts for the development and expansion of new and existing programs
- Maintain a broad base of contacts within the government (federal and state), and early childhood and mental health communities to monitor funding opportunities
- Develop and maintain close working relationships with the philanthropic community, and with individual and institutional donors
- Develop and maintain an information system to track all leads and contacts with funders
- Write and develop high quality grant proposals and other solicitation materials
- Track reporting requirements of all grants and ensure timely submission of all required reports in coordination with the Finance Department
- Oversee the strategy for and production of fundraising publications, mailings, websites, videos, digital and social media, and all other related materials
- Ensure appropriate systems and procedures are in place to research, cultivate, solicit and acknowledge donations

COMMUNICATION

- Oversee all strategic communications efforts, both electronic and print, including annual reports, newsletters, the website, and social media
- Craft compelling written materials to communicate with donors (current and potential) and others who can support Child First, including annual reports, newsletter articles, email announcements, grant proposals and reports, and acknowledgement letters
- Develop a social media presence for Child First and a strategy to maintain that presence
- Cultivate opportunities for and track coverage of Child First in the media

Qualifications

- Bachelor's Degree
- Five to 10 years of demonstrated success in development in the non-profit arena
- Prior experience overseeing public relations, marketing, and social media

- Experience with major gift giving including identification of prospects, formulating cultivation plans, soliciting major gifts, and conducting an effective stewardship program
- Experience with development software such as Raiser’s Edge
- A strategic thinker, planner, and problem solver
- Able to identify and respond quickly and effectively to opportunities
- Hands-on multi-tasker
- Analytical, confident, and decisive in his or her actions
- Excellent writing, editing, and communication skills
- Skilled negotiator
- Possess sound judgment
- Creative, charismatic, diplomatic, personable, and of the highest integrity

Child First offers a full package of benefits to full time employees.

To Apply

- To submit an application, email a cover letter and curriculum vitae to: HR@childfirst.org
- Please include “Child First Development Director” in the email’s subject heading.

Child First, Inc. is an equal opportunity employer.