

VULCAN PARK FOUNDATION

Job Description

Position Title: DIRECTOR OF DEVELOPMENT
(*Part-Time: 25–30 hours/week*)
Exempt/Non-Exempt: EXEMPT
Reports to: PRESIDENT & CEO
Pay Grade: SALARIED (\$60,000 – \$70,000 annually,
commensurate with experience)
Effective Date: 6/1/2025

Organization:

Vulcan® Park and Museum (VPM) is operated by Vulcan® Park Foundation (VPF), a non-profit organization with a mission to preserve and promote Vulcan as the symbol for the Birmingham region. VPM offers educational and engagement opportunities that inspire community pride, advances the understanding of Birmingham's diverse history and culture, and encourages exploration of the region. Since 1999, Vulcan, and the Foundation, have welcomed thousands of visitors to Vulcan Park and Museum for educational programming, community events, and exhibitions.

General Position Summary:

This position leads the strategic planning, execution, and evaluation of Vulcan Park Foundation's fundraising programs, including annual giving, major gifts, grant funding, membership, and capital campaigns. The Director of Development will create and implement a comprehensive fund development plan to support the Foundation's mission through contributions from individuals, corporations, foundations, and government partners.

Responsibilities:

General

- Incorporates VPF's policies, mission, and strategic priorities into all Development efforts.
- Demonstrates creativity, professionalism, and integrity while contributing to a proactive and mission-driven work environment.
- Exercises leadership, the highest level of integrity, professionalism, and confidentiality in all aspects of work on behalf of VPF.

Fund Development Planning

- Identify, cultivate, solicit, and steward annual, major, and planned gifts.
- Strategically develops and annually updates for review and approval a fund development plan for securing needed operating and capital funding and

building of reserves. Such plans include goals, strategies, and reports to maximize revenue.

- Develop a plan for transitioning annual donors and event participants into volunteer leaders and major gift donors.
- Expands the donor base by identifying new funding sources to include individuals, corporate, foundation, and government.
- Institutionalizes an efficient donor acknowledgement, donor relations, and stewardship program.
- Establish a “named” planned giving program for loyal volunteers and long-time donors.
- Strategically solicits and secures contributions and in-kind sponsorships for events.
- Capital Campaign: Support all capital campaign planning and board steering committee meetings. Maintains records of strategies, solicitations, and reports. Serves as the liaison for the campaign consulting firm.
- Records Management: Oversees the customer relationship management software including accurate tracking, updates, data accuracy, clean-up, acknowledgment process for gifts, recording of donor actions and communications, etc.
- Oversee the creation and execution of VPF’s signature fundraising events, as well as develop new events as needed to meet organizational revenue goals.
- Implements appropriate aspects of VPF’s strategic or operational plan.
- With approval of CEO, proposes annual Development Department budget. Responsible for successful implementation of the fund development plan and achievement of budgetary goals. Provides annual giving, major gifts, stewardship reports and other communications.
- Engages with all museum departments to identify potential funding needs and opportunities as well as assist in the execution of Foundation-wide events and programs.

Fund Development Collaboration

- As a vital member of the VPF community, builds and maintains appropriate relationships with key management and support staff, the Fundraising Committee, the Junior Leadership Board, and the Board of Directors.
- In managing the Community Outreach Director, collaborates to develop strategies to cultivate relationships and target community segments and government entities for funding.
- Works with CEO to ensure strong government relations, transparency, and effective communication, in particular with the City of Birmingham.
- Uses committee members, staff, and boards as vital sources to identify, approach, and seek support of potential donors.

- Collaborates with Director of Marketing and PR to produce collateral and campaigns designed to secure new and ongoing gifts and expand VPF's base of support.
- Serves as member of and key staff liaison to the Fundraising Committee of the board.
- Manages contract grant writer and ensures accurate and timely submission of proposals and reports as well as identifies new granting sources.

Secondary Functions:

- Ensures timely donor acknowledgments, pledge reminders, and stewardship touchpoints. Stays abreast of relevant development opportunities with various community groups and agencies.
- Prepares reports as required, or as requested.
- Oversees the implementation and direction of membership program and its benefits.
- Oversees Junior Leadership Board and its fundraising initiatives.
- Responsible for collecting on pledges, reconciling development records with accounting records on monthly basis.
- Ensures receipt of gifts.
- Other duties as needed or assigned.

Supervisory Responsibility:

Direct supervision of Community Outreach Director and Development Coordinator

Specific Job Skills:

- Excellent interpersonal skills, with an ability to interact with corporate and government leaders
- Attention to detail
- Accuracy of data input and review
- Proficiency with computers and various software programs
- Excellent communication skills, both written and oral
- Excellent planning and organizational skills
- Excellent judgment and discretion with confidential information
- Self-motivated and professional at all times
- Enthusiastic proponent of VPF's mission and goals
- Ability to read, write and speak English proficiently

Education and/or Experience:

- Bachelor's degree from accredited four-year institution required
- Minimum five years experience of progressively responsible and relevant work experience in fund development required
- Experience in database management required
- Must have a proven and verifiable track record of success in designing, implementing, and administering programs related to fundraising

Work Environment:

This is a part-time salaried role (25–30 hours/week) with flexibility. This position supervises the Development Coordinator and the Community Outreach Director. Occasional evening or weekend hours may be required to support events, donor meetings, or board functions.

To Apply: Email your resume and cover letter to development@visitvulcan.com