

VULCAN PARK FOUNDATION

Job Description

Position Title: DIRECTOR OF ADVANCEMENT
(*Full-Time: 40 hours/week*)

Exempt/Non-Exempt: EXEMPT

Reports to: PRESIDENT & CEO

Pay Grade: SALARIED (\$75,000 – \$80,000 annually, commensurate with experience)

Effective Date: 10/1/2026

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:

The Director of Advancement leads the strategic planning, implementation, and evaluation of Vulcan Park Foundation's comprehensive fundraising program, including annual and major giving, grants, membership, sponsorships, planned giving, fundraising events, and capital campaigns. The position builds relationships with donors, community partners, corporations, foundations, and government entities to secure philanthropic support, expand community engagement, and advance the Foundation's mission.

Responsibilities:

General

- Incorporates Foundation's policies, mission, and strategic priorities into all fundraising efforts
- Demonstrates strategy, 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 the Foundation

Fundraising

- **Overall Fundraising:** Identifies, cultivates, solicits, and stewards gifts from individuals, corporations, foundations, and government entities, including annual, major, and planned gifts
- **Major Gifts:** Personally manages a portfolio of major donors and prospects, developing individualized cultivation, solicitation, and stewardship strategies

- **Fundraising Plan:** Develops and annually updates a comprehensive fundraising plan for securing operating, capital, and reserve funding. Establishes measurable goals, strategies, timelines, and reporting methods for maximizing revenue
- **Relationship Fundraising:** Develops strategies to strengthen relationships with current and prospective donors and other funding partners
- **Donor Cultivation:** Develops strategies for moving annual donors, event participants, volunteers, and other supporters toward deeper engagement, leadership, and major giving
- **New Funding:** Expands and diversifies the donor base by identifying, evaluating, and cultivating new individual, corporate, foundation, and government funding sources
- **Stewardship:** Establishes and oversees an effective donor acknowledgment, recognition, communication, and stewardship program
- **Sponsorships:** Develops sponsorship opportunities to strategically solicit cash and in-kind support for events, programs, and all other Foundation initiatives
- **Planned Giving:** Establishes and promotes a named planned giving program for volunteers, donors, and other long-term supporters
- **Events & Activities:** Oversees the strategy, planning, implantation, and performance of VPF's signature fundraising events and activities to strengthen engagement and generate revenue
- **Strategic Plan:** Contributes to organizational planning and implements the advancement-related priorities of VPF's strategic and operational plans
- **Budget, Performance, and Forecasting:** In partnership with the CEO, develops the annual Advancement Department budget and is accountable for implementing the fundraising plan and achieving revenue goals. Provides regular reports on fundraising performance, donor engagement, major gifts, and stewardship activities. Maintains a fundraising pipeline, monitors results, forecasts revenue, and adjusts strategies as needed.
- **Policies and Compliance:** Ensures fundraising practices comply with organizational policies, donor restrictions, confidentiality requirements, and professional ethical standards; coordinates with Accountant to reconcile gifts and reports.

Advancement Department Collaboration

- **Collaboration:** Builds and maintains effective working relationships with management and support staff, the Fundraising Committee, Junior Leadership Board, and Board of Directors
- **Board Engagement:** Serves as the primary staff liaison to the Board's Fundraising Committee and educates, equips, and supports board and committee members in identifying, cultivating, soliciting, and stewarding donors
- **Junior Leadership:** Provides strategic direction and fundraising guidance to the Junior Leadership Board and its initiatives

- **Staff Leadership:** Supervises the Advancement Associate, establishes priorities and performance expectations for the Department, and provides ongoing guidance and professional development. Directs the use of CRM data to segment donors, manage prospects, and implement cultivation and stewardship strategies.
- **Government Relations:** Partners with the CEO to support strong government relations, transparency, and effective communication, particularly with the City of Birmingham and the Jefferson County Commission
- **Communications:** Collaborates with Director of Marketing and PR to establish fundraising communications, campaigns, and collateral that attract new supporters and retain current donors
- **Grants Management:** Manages the contract grant writer, identifies grant priorities and prospective funders, and ensures the quality and timely submission of grant proposals and reports

Community Engagement and Outreach

- Develops and oversees an annual community outreach plan aligned with VPF's strategic and fundraising priorities
- Represents VPF in the community and builds awareness, enthusiasm, and support for its mission
- Cultivates relationships with community organizations, businesses, government entities, and other collaborative partners
- Coordinates speaking engagements and community appearances for Foundation leadership team
- Engages board members in community outreach, relationship-building, funding, and sponsorship opportunities as appropriate
- Tracks community outreach activities and evaluates their effectiveness and contribution to organizational goals

Supervisory Responsibility:

Direct supervision of Advancement Associate

Specific Job Skills:

- Excellent interpersonal skills, with an ability to communicate effectively, building rapport, and relating well to all kinds of people on all levels
- Attention to detail with the capability to gather and analyze relevant information to make sound, timely, mission-aligned decisions
- Accuracy with data input and review
- Proficiency with computers, databases, and customer relationship management systems (CRM)
- Excellent communication skills, both written and oral
- Excellent planning and organizational skills
- Excellent judgment and discretion with confidential information
- Highly motivated, energetic, collaborative, and always professional
- 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 of five years of progressive fundraising experience with a proven record of success in designing, implementing, and administering programs related to fundraising, advancement, and development
- Experience serving on a leadership team and supervising and managing professional staff
- Experience in database management and customer relationship management (CRM) systems is required
- A comprehensive knowledge and understanding of trends and best practices in the philanthropic sector

Work Environment:

This is a full-time salaried position (40 hours/week). 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 ccardona@visitvulcan.com