



**BOYS & GIRLS CLUB  
OF ALLENTOWN**

## POSITION DESCRIPTION

TITLE: Director of Development

DEPARTMENT: Development

FLSA STATUS: Exempt

REPORTS TO: Chief Executive Officer

- Typical work schedule: Monday-Friday, hours vary between 8:00 AM and 6:00 PM
  - Occasional nights and weekends with advance notice including frequent off-site meetings and events with donors and partners
  - Pay Range- \$73,000-\$78,000
  - To apply, please email your resume and cover letter to Jocelyn Serrano: [jserrano@bgcallentown.org](mailto:jserrano@bgcallentown.org).
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### Primary Purpose

The Director of Development is responsible for designing, implementing, and evaluating a comprehensive fundraising and stewardship strategy that ensures the long-term sustainability of the Boys & Girls Club of Allentown. This position leads all aspects of development including annual campaigns, major donor cultivation, corporate and foundation partnerships, grant management, events, public messaging, and appeals.

The Director of Resource Development works closely with the CEO, Development Coordinator, Board of Directors, Foundation Board and community partners to align fundraising efforts with organizational goals and ensure that the Club continues to meet the needs of the children and families it serves.

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### Responsibilities

#### Fundraising Leadership

- Develop and execute the Club's annual fundraising plan, ensuring growth in all revenue streams.
- Lead major donor identification, cultivation, solicitation, and stewardship.

- Manage corporate partnerships, foundation grants, and sponsorship opportunities.
- Design and direct fundraising events, campaigns, and programs to meet revenue targets.

## Grant Management & Compliance

- Supervise the Development Coordinator to ensure effective grant prospecting, quality proposal writing, and timely reporting.
- Ensure Development Coordinator maintains grant calendar with accurate deadlines and requirements from funders.
- Collaborate with Program & Operations and Finance teams to ensure accurate data, budgets, and outcomes are submitted.

## Donor & Partner Stewardship

- Build and maintain relationships with individual donors, alumni, foundations, and corporate partners.
- Implement stewardship practices that foster donor retention and long-term engagement.
- Oversee donor recognition, acknowledgment, and impact reporting systems.

## Team & Board Engagement

- Support Board of Directors and Foundation members in fundraising activities, annual giving, and donor cultivation.
- Lead the Resource Development + Marketing Committee and two Event Committees (Golf and Fall Event).
- Train and engage staff in fundraising practices and cause marketing.
- Supervise and mentor Development Coordinator with regular scheduled meetings.
- Oversee intern(s) and partner volunteer groups.

## Marketing & Communications

- Ensure consistent branding and messaging across all platforms and donor communications.
- Oversee social media, website, donor communications, newsletters, and digital appeals.
- Be a storyteller. Periodically attend Club programming to capture impactful stories that highlight Club members, Club achievements and community impact. Share those stories using a variety of mediums: written, photos, videos.

## Financial & Administrative Oversight

- Manage Development budget and revenue goals in alignment with organizational needs.

- Track and analyze fundraising performance using CRM tools.
  - Prepare and present reports to the CEO, Board, and Foundation on development progress.
  - Maintain online giving portals (Givebutter, Paypal, Square, etc.), regularly transfer funds and generate coordinating reports.
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## Qualifications

- Bachelor's degree in Nonprofit Management, Communications, Business, or related field; Master's preferred.
- Minimum 5 years of progressively responsible fundraising or development experience, with proven success in managing multiple revenue streams.
- Demonstrated ability to secure major gifts, grants, and corporate sponsorships.
- Strong leadership, organizational, and communication skills.
- Knowledge of fundraising databases (CRM- Donor Perfect) and donor stewardship practices.
- Ability to build relationships with diverse stakeholders and represent the Club publicly with professionalism and passion.
- Must possess or be able to obtain clearances required by the state of Pennsylvania for working with youth.

### CERTIFICATION/ASSOCIATION:

- Must be able to be registered by our organization with Boys & Girls Clubs of America ([www.mybgca.net](http://www.mybgca.net)).
- Complete required assigned trainings.
- Will be required to gain First Aid and CPR Certifications.

### PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

- Must be able to perform duties which require prolonged standing, walking, talking, hearing, standing, sitting, bending for long periods of time. May occasionally be required to kneel, run and/or climb.
- Must be able to use the telephone and other office equipment.
- Must be able to lift, move, manipulate and or hold objects up to 25 pounds. Objects that exceed the 25-pound weight limit require additional assistance when moving, lifting, or manipulating.

### DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.