



Who will feed the kids this weekend?

Job Description

Managing Director - Orlando, Florida

BACKGROUND

Blessings in a Backpack (Blessings) mobilizes communities, individuals, and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry. Each week of the school year, Blessings and its thousands of volunteers and partners send a bag of food home with children who, during the week, are fed by the free and reduced-price meal program.

During the 2018-2019 school year, approximately 85,000 children at over 1,000 schools nationally received a Blessings bag each week.

POSITION SUMMARY

This position requires a take-charge, self-starter to lead the Blessings program in Orlando, Florida. The Managing Director will have overall responsibilities for implementing Blessings strategic plan with a focus on board development, local fundraising, volunteer management, program sustainability and expansion, and operations. The Managing Director will conceptualize and manage complex project plans, working in close collaboration with the Blessings senior management team and local advisory board.

The Managing Director is a direct report to the Chief Program Officer of Blessings.

The Blessings program was established in Orlando in 2011 and will serve nearly 2,000 children during the 2019-2020 school year.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Key responsibilities include:

- *Fundraising*: Secure support to fund the chapter's budget, utilizing materials and campaigns created jointly with the national fund development team. This includes:
 - Individual giving: Annual fund, monthly giving program, major gifts, family foundations, and planned giving

- Corporation Partnership Program: Sponsorships, school investor partnerships, employee engagement packing events, and regional general support.
- Grants: United Way, corporations, foundations, etc.
- Events: Giving Tuesday, community open house, and others as identified
- *Community relations and marketing:* Develop brand recognition and relationships in the Orlando region, utilizing materials and campaigns, including social media, created jointly with the national marketing team. This includes:
 - Back-to-school campaign
 - Giving Tuesday campaign
 - Local story telling and PR efforts
 - Attending community events, such as Chamber of Commerce, United Way, etc.
- *Volunteer management:* Engage members of the community to give their time to help feed more kids on the weekends, including:
 - Board: Working with the national office, recruit, train, and support the local advisory board in their efforts to help fundraising, build brand recognition, and drive growth
 - Program: Recruit, train, and support local program volunteers
- *Program operations:* Ensure weekly program management and operations, including:
 - Manage food ordering process
 - Ensure weekly bag distribution at chapter schools runs smoothly
 - Develop and monitor chapter and program location budgets to ensure appropriate resource availability and allocation
 - Maintain understanding of chapter budget status and communicate with internal stakeholders as needed
 - Coordinate the annual chapter budget planning process

BASIC QUALIFICATIONS

Education

- Bachelor's degree

Fund Development

- Minimum five years of fund development experience in the Orlando area, or comparable sales/revenue generation experience
- Proven track record of managing portfolios of donors from diverse sources, securing \$500,000+ annually or comparable sales results
- Experience in donor cultivation, stewardship, and grant writing
- Experience in planning and executing special events for fund-raising

Community Relations and Marketing

- Experience in marketing strategy development and implementation of marketing tactics, including the use of social media
- Knowledge of and connections to the community of Orlando
- Demonstrated effectiveness in working with diverse groups of people
- Ability to build and maintain effective internal and external interpersonal relationships
- Public speaking experience in addressing various sized groups in both informal and formal meetings
- Willingness and ability to attend local business and social events that require both workday and evening availability, plus travel within the Orlando area

Program Operations

- Experience in program operations through the effective engagement and management of volunteers, as well as working with a volunteer board (Advisory Board or Board of Directors)
- Experience in budget development
- Experience in managing the overall P&L of an operating unit or department
- Demonstrated success in working in organizations with accountability systems with metrics for outcomes and results
- Ability to handle and prioritize multiple tasks/projects while maintaining attention to detail
- Writing skills for effective presentations, reports, memos, e-mail messages

Additional Requirements

- Proficiency in Microsoft Office programs
- Home office in the Orlando area
- Personal car transportation (mileage is reimbursed in accordance with IRS rules)
- Valid driver's license
- Ability to travel overnight by plane on a limited basis
- Desire to make an impact on food insecure children in your community

PREFERRED QUALIFICATIONS

- Work experience in a fast paced, growth oriented, entrepreneurial organizational environment
- Project management experience
- Knowledge of Raisers Edge

BENEFITS

Medical Insurance, Dental Insurance, Vision Insurance, Paid time off (PTO), Paid Holidays, Paid Winter Break, Summer Fridays, FSA Plan, 403(b) Plan

Relocation assistance is not available.

Interested individuals should send cover letter and resume to carolb@blessingsinabackpack.org.

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