

Chief Development Officer

Tri-State Food Bank, Inc.

Classification: Full-time, exempt

Department: Administration

Reports to: Chief Executive Officer

Compensation: Annual salary range is \$65,000 to \$80,000 based on experience

Tri-State Food Bank (TSFB) offers a superior benefits package which includes health/dental/vision insurance, life insurance, \$2,000 per year IRA contribution, 17 paid holidays, and PTO. Tri-State Food Bank pays 90% of employee's individual health insurance premium. There is a 90-day waiting period for medical, dental, vision, life insurance and holiday pay; and a 180-day waiting period for IRA contribution and PTO.

Job Summary

Tri-State Food Bank's Chief Development Officer (CDO), in partnership with the CEO, will chart a path for the strategic growth of vital support that propels the organization's mission toward greater impact in hunger relief, advocacy, nutrition, and improving the lives of our neighbors in the tri-state. To do this, the CDO will be charged with developing and implementing an annual plan for revenue growth in the organization's annual fundraising campaign to meet strategic and monetary goals of the organization – specifically moving an annual campaign from \$2.6M to \$4M over the next 24-36 months. The position will work to strengthen Tri-State Food Bank's market presence, direct mail programs, community outreach and donor stewardship, strategic partnerships, special events and marketing plans as well as identify new sources of revenue. This is a vital leadership role that will drive results, spur growth and increase the overall efficiency of the organization. The position will assist the members of the Leadership Team and Board of Directors to ensure that the organization has the financial resources needed to further its mission.

The Chief Development Officer will oversee a team of four that is responsible for community and resource development, marketing, special events (both internally- and externally-facing) as well as all donor relations activities. This role holds overall responsibility for the management and integrity of all donor-related information and oversees all philanthropy, marketing, and communications-related activities.

Essential Duties and Responsibilities

Development

- Work closely with the CEO and board members on all major philanthropy initiatives, including existing, emerging, and strategic programs and opportunities. This includes strategy, initiation of programs and approaches, execution, budgeting, talent management, resource tracking, prospect development, solicitation, and other philanthropic and executive functions.

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- Collaborate with the Chief Financial Officer (CFO) and Chief Executive Officer (CEO) to develop and implement TSFB's financial strategy.
- Lead TSFB in strategy development, budgeting, and measuring against agreed upon goals in all areas of philanthropy. Proactively determine if and when adjustments need to be made. Recommend a course of action to address emerging issues.
- Have primary responsibility for leadership, development, and execution of all proposals and prospect/donor activity, assure proper record keeping and reporting, analysis, problem-solving, resource management, relational connections and permanent tracking records.
- Review donor information efficiently and analytically, and make reports concerning same.
- Grow an existing stewardship program aimed at strategically cultivating deeper ties with donors that results in growth in strategic gifts.
- Monitor and report regularly on the progress of the philanthropy program and staff.
- Work collegially with executive staff to assure diverse thinking, innovation, communication, accountability, and problem-solving.
- Provide executive leadership for campaigns and special initiatives, including planning, strategy, donor development, volunteer leadership engagement, staff support, records, and other related functions.
- Gift/Data entry team oversight, ownership of donor database of record, increased utilization of data analytics and relational database tools to further department and organizational goals.

Marketing and Communications Strategy, Vision and Leadership

- Develop and implement an integrated strategic marketing and communications plan to advance TSFB's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences
- Create marketing/public relations strategy that will allow TSFB leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the board, media and key influencers
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external marketing and communications opportunities and solutions, and define and execute appropriate strategies to support them
- Serve as marketing and communications counselor to TSFB leadership

Marketing and Communications Operations

- Oversee development of all TSFB print marketing and communications including the annual report, marketing collateral materials and electronic marketing and communications including TSFB's website and new media; manage relationships with associated vendors
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding TSFB's programs, special events, public announcements, and other projects

- Oversee the day-to-day activities of the marketing and communications function including budgeting, planning and staff development
- Lead, manage and execute quantifiably successful fundraising strategies for direct mail, online giving, cross-channel marketing, e-strategy, telethons, radiothons, match campaign activities, and other media and large-outreach efforts
- Improve use of technology in all areas of responsibility

Team Development/Management

- Recruit and manage the development, marketing and communications, and gift entry teams to support the development and execution of the marketing and communications strategy
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis
- Maintains staff by recruiting, selecting, orienting and training employees; developing personal growth opportunities.
- Accomplishes staff job results by coaching, counseling, and disciplining employees; planning, monitoring and appraising job results; conducting training; enforcing policies and procedures.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Education & Experience

- High energy and passion for Tri-State Food Bank’s mission is essential, along with clear personal and professional alignment with the organization’s mission, vision, values, and work.
- Outstanding ethical values and record in the nonprofit sector.
- 7-plus years of increasing responsibility and professional experience in a nonprofit organization with at least five years at one place of employment; demonstrated record of success in a philanthropic/development function that has had quantifiable growth and qualitative achievement.
- Highly motivated individual that is goal-driven and committed to service excellence.
- Previous supervisory experience; supervising both management and line staff members with the ability to influence and engage direct and indirect reports and peers
- Demonstrated record of having initiated, expanded, and cultivated existing donor relationships over time, personal involvement in solicitation, and stewardship that assures donor satisfaction, retention, and growth.

- Demonstrated skill and comfort in proactively building relationships with top-tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Excellent communication, persuasion, and negotiating skills, both written and oral; ability to relate to, influence, and engage a wide range of donors and other stakeholders, build healthy, long-term relationships, position TSFB's CEO and board members for impact in the philanthropy program, and collaborate with professional advisors and consultants.
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives, assure buy-in, maintain confidentiality, communicate with candor and tact, listen actively and synthesize the proper options for problem-solving and long-term success.
- Ability to construct, articulate, and implement a comprehensive development plan.
- Strong organizational and time management skills with exceptional attention to detail.
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media
- Creative and thoughtful on how new media technologies can be utilized
- A minimum of five years' experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills
- Superior management skills; stature, gravitas, and confidence to gain the credibility and respect of high-performing Board of Directors and team members
- Self-reliant, good problem solver, results-oriented
- Bachelor's degree required, Master's preferred, in a related area. CFRE or ACFRE also preferred

Experienced fundraiser with exceptional communication skills, attention to detail, a team player and goal-driven attitude. Must be proficient in using donor software systems, Microsoft Excel, Word, Gmail, Google Calendar, Publisher, and PowerPoint. Desired: A member of the Association of Fundraising Professionals (AFP).

To apply: email cover letter and resume to Zac Heronemus, Chief Executive Officer, at zheronemus@tristatefoodbank.org.