



Position Description: Development Manager

Job Title:	Development Manager
Reports to:	ReadyKids! Executive Director
Position Type:	Exempt full-time employee, 40 hours per week
Base Salary:	\$48,000 plus bonus opportunity
Bonus Structure:	Tiered bonus structure based on meeting revenue benchmark goals <ul style="list-style-type: none">• \$60,000 raised by December 31, 2024: \$1,000 bonus• \$80,000 raised by March 31, 2025: \$2,000 bonus (cumulative: \$3,000)• \$110,000 raised by June 30, 2025: \$3,000 bonus (cumulative: \$6,000)• Exceeding \$110,000 by June 30, 2025: \$1,000 bonus for every additional \$5,000 raised

ABOUT READYKIDS!

Founded in 2007, ReadyKids! is a Pensacola-based 501(c)(3) nonprofit organization with a mission to maximize children's potential through increased school readiness. As a leader in the early literacy space for prekindergarten students in Escambia County, ReadyKids! focuses on pre-k mentoring, family engagement, and educator support – all to prepare children for day one of kindergarten and beyond.

POSITION SUMMARY:

The Development Manager is responsible for identifying, cultivating, and advancing donors to attain and sustain fundraising revenue that will advance the ReadyKids! mission. With accountability for securing at least **\$110,000 annually**, the incumbent develops and executes strategic plans to attain sponsorships, cultivate new funders and donors, and design and facilitate a signature fundraising event. The Development Manager contributes to the ReadyKids! high performance culture by providing quality results that support, advance, and align with the ReadyKids! mission of school readiness. This is a dual role that also supports programmatic operations through school-based site coordination with our flagship program, ReadingPals.

RESPONSIBILITIES:

Fundraising and Development – 60%

- Collaborate with Executive Director to craft strategies and establish fundraising objectives
- Research, identify, cultivate, solicit, and steward current donors and donor prospects
- Identify and secure new sources of fundraising revenue
- Develop, maintain, and strengthen relations with foundations, corporations, community partners, and current/prospective donors through engagement efforts



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- Develop and implement outreach strategies and initiatives that are consistent with the ReadyKids! mission, goals, and brand for the purpose of building financial resources
- Identify and facilitate opportunities for ReadyKids! Board and leadership to engage with donors and prospects
- Lead donor initiatives, including Giving Tuesday and end-of-year giving campaigns, developing comprehensive strategies to maximize donor participation and contribution levels
- Provide presentations to relevant partners and community groups that expand the awareness of ReadyKids! programs and services, designed to increase contributions
- Maintain all donor information in a timely and efficient manner in the donor database
- Manage the timely composition and delivery of donor acknowledgement letters, ensuring accurate and personalized communication that fosters donor stewardship and maintains positive donor relationships
- Work closely with the Executive Director, bookkeeper, and Treasurer to ensure accuracy of donor records
- Ensure that sponsor recognition is conducted in accordance with agreed-upon giving levels, including acknowledgment in event materials, on the ReadyKids! website, and through social media and press releases
- Maintain regular communication with sponsors to provide updates on event planning and ensure fulfillment of sponsorship benefits

Events & Fundraisers – 20%

- Plan and execute fundraising events, including logistics, budget management, and timeline adherence
- Develop and implement comprehensive fundraising strategies to meet revenue goals for events
- Develop, implement, and oversee a new signature fundraising event, establishing innovative strategies to drive donor engagement and financial support
- Identify, cultivate, and secure partnerships with third-party event hosts to increase fundraising opportunities and expand the organization's presence in the community
- Support and attend ReadyKids! special events, including fundraisers, family engagement events, and community outreach events
- Serve as the staff lead and take ownership of current fundraising events, including HogFest and Culinary Tour for a Cause
- Identify, cultivate, and solicit event sponsors and donors
- Create event sponsor materials and ensure sponsor recognition is being completed based on giving levels
- Track, evaluate, and report event income and expenses including in-kind donations, participation revenue, and donations



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- Collaborate with the Executive Director to publicize and promote events through social media, print media, radio, and television
- Provide stewardship to event participants, sponsors, and donors

ReadingPals Site Coordination – 20%

- Serve as a ReadingPals Site Coordinator to manage one school site
- Develop and maintain working relationships with key staff at school site including administrators, teachers, teacher assistants, and office staff
- Develop an understanding of school and partner missions, policies, and protocols
- Coordinate first visit with ReadingPal volunteers and complete matching process between volunteers and students at assigned school sites
- Provide ongoing guidance and support to volunteers and respond to questions or concerns in a timely manner
- Ascertain the compatibility of the volunteer-student match and troubleshoot challenges
- Maintain accurate and timely volunteer records in ReadingPals Drive and review volunteer spreadsheet, student roster, and additional spreadsheets/docs weekly
- Regularly review volunteer/student hours and address absences or concerns
- Communicate regularly with teachers to assess classroom needs, address schedule changes, and assess roster changes with adjustments made as needed
- Maintain cleanliness, sanitization, and organization of assigned ReadingPals room and supplies
- Capture and upload photos during ReadingPals sessions and at community events

Board Support

- Attend monthly Board meetings and report out on fundraising updates
- Lead Fundraising Committee with Board & community members
- Submit a monthly staff report by 5pm the Monday before each Board meeting

Professional Development

- Maintain expertise in areas necessary to excel in job performance
- Attend trainings and workshops to increase knowledge of job-related field and core position competencies
- Maintain a working knowledge of developments and best practices in the areas of fundraising strategies, donor relations, grant writing, event planning, and early childhood education

Performs other duties as assigned.



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EDUCATION AND EXPERIENCE:

- Four-year college degree from an accredited college or university, preferably in Business Administration, Communications, Marketing, Strategic Leadership, or related degree field
- Proven track record of successfully planning and executing fundraising events, securing sponsorships, and meeting revenue targets
- Minimum of two years' successful work experience in fundraising, marketing, and/or sales
- Nonprofit experience is preferred
- Qualifications may vary from the above requirements to such a degree as the Executive Director determines is necessary and appropriate

REQUIRED SKILLS:

The successful candidate will be comfortable interacting with diverse populations including ReadyKids! community sponsors, partners, volunteers, and the public and will demonstrate the following skills:

- Strong interpersonal and communication skills, with the ability to cultivate and maintain relationships with donors, sponsors, and volunteers
- Excellent organizational and project management skills, with the ability to manage multiple projects simultaneously and meet deadlines
- Strong oral communication, presentation, and written communication skills
- Knowledge of fundraising software and donor databases
- Familiarity with nonprofit financial management, including budgeting and reporting
- Ability to work independently and as part of a team, with a strong sense of initiative and self-motivation
- Commitment to the mission and values of the organization, with a passion for making a difference in the community
- Ability to read, analyze, and interpret general business information, financial reports, legal documents, technical procedures, and government regulations
- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Ability to identify and seize opportunities to enhance the organization's mission
- Ability to develop practical strategies to achieve short- and long-term goals
- Proficiency in Google Workspace and/or Microsoft Office Suite
- Self-motivation to seek and implement continuous program improvements
- Ability to work a flexible schedule, including occasional evenings and weekends
- Ability to identify and resolve problems in a timely manner
- Ability to facilitate problem solving by individuals or groups
- Confidence and sound judgment in decision making
- Interest in continued professional development



REQUIREMENTS:

- Valid Florida driver's license with proof of insurance and access to independent transportation
- Ability to be productive and responsible in a hybrid work environment
- Successful Level II clearance
- Ability to exert at least 20 pounds of force to lift, carry, push, pull or otherwise move objects

Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions. ReadyKids! is an Equal Opportunity and smoke, tobacco, and nicotine free Employer.

EMPLOYEE PERKS:

- 25 days of paid time off annually
- 13 days of paid holiday closures
- Hybrid work environment
- Professional development opportunities
- Volunteer time encouraged

OUR COMMITMENT:

ReadyKids! is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind: ReadyKids! is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at ReadyKids! are based on business needs, job requirements, and individual qualifications, without regard to race, color, national or ethnic origin, age, religion or belief, disability, sex, sexual orientation, gender identity or expression, veteran status, military obligations, family or parental status, or any other status protected under applicable federal or state law. ReadyKids! will not tolerate discrimination or harassment based on any of these characteristics. ReadyKids! encourages applicants of all ages.

TO APPLY:

Please submit a **resume** and **cover letter** to apply@readykidsfl.org