



Heart of Alabama Food Bank Position Description

Position Title: Director of Donor Relations
Reports to: Chief Development Officer
Pay Range: \$68,000 - \$98,000
Status: Exempt - Salary

Description

The Director of Donor Relations provides strategic leadership to the Heart of Alabama Food Bank's donor stewardship and individual giving programs. This position develops and executes strategies to strengthen relationships with donors and stakeholders, increase donor retention and lifetime value, and connect supporters meaningfully to the mission.

The Director oversees the planning, execution, and evaluation of donor relations initiatives, planned giving promotion, and direct response campaigns ensuring all efforts align with the organization's short- and long-term fundraising goals.

Key Responsibilities

Strategic Leadership

Develop, implement, and evaluate a comprehensive donor relations and engagement strategy to increase donor retention, upgrade giving levels, and build long-term relationships.

Lead the creation and execution of an organization-wide stewardship program that includes recognition, reporting, and meaningful engagement opportunities.

Direct the strategy for planned giving promotion, including donor identification, cultivation, and marketing.

Ensure donor and volunteer engagement activities are integrated with organizational priorities, campaigns, and events.

Program Oversight & Execution

Supervise the development and execution of direct mail and work with the Director of Marketing on e-marketing, and social media campaigns for individual giving.

Ensure consistent, timely, and personalized donor acknowledgments and communications.

Guide the creation of donor impact reports, appeals, and stewardship materials, ensuring message alignment with HAFB's mission and brand.

Oversee accurate and timely maintenance of donor and volunteer records in the CRM system, ensuring data integrity and proper segmentation.

Direct the production of analytical reports to track program performance, ROI, and donor engagement trends.

Collaboration & Cross-Department Leadership

Partner with the Chief Development Officer and other department directors to identify and cultivate major donor prospects.

Collaborate with program, marketing, and corporate relations teams to align messaging, outreach, and engagement opportunities.

Serve as a public representative for HAFB at events, donor meetings, and community events.

Team Leadership & Budget Management

Provides supervision to staff person(s), providing coaching, performance management, and professional development opportunities.

Ensure all activities meet high ethical standards and adhere to Association of Fundraising Professionals and Feeding America best practices.

Qualifications

Bachelor's degree in nonprofit management, communications, or related field required; advanced degree preferred.

Minimum 5 years of progressive experience in donor relations, fundraising, or development, including at least 2 years in a supervisory/leadership role.

Demonstrated success in building and managing donor stewardship programs and direct response campaigns.

Strong leadership, communication, and interpersonal skills, with a proven ability to cultivate relationships with diverse stakeholders.

Exceptional project management, organizational, and analytical skills.

Proficiency in CRM software (Bloomerang preferred) and Microsoft Office Suite.

Commitment to high ethical standards, discretion, and confidentiality.

Experience in a Feeding America network food bank or large nonprofit preferred

Familiarity with planned giving marketing and strategies preferred

Understanding of donor psychology, retention best practices, and moves management preferred

Work Environment & Physical Requirements

The demands described here represent those that an employee must meet to perform the functions of this job successfully. Reasonable accommodation may be made to enable individuals to perform the tasks outlined in this job description.

This position operates in both office and community settings. This position requires sitting at a desk for long periods and involves extensive computer work with frequent interruptions. Vision abilities required include close vision and the ability to adjust focus. Routine travel to functions and special events is standard. Occasionally responding to organizational needs outside of regular working hours may be necessary. The employee may be required to walk, stand, push, pull, lift, bend, and carry objects up to 30 pounds. With forklift traffic in the facility and products stacked and stored throughout, this position requires someone mobile who can hear and watch for traffic and typical hazards of a warehouse environment.

My signature indicates that I understand my duties and responsibilities and intend to adhere to all the requirements of this position fully. If at any point I fail to understand what is required, I will seek to gain clarity from my chain of command.

Print Name: _____ Date: _____

Signature: _____