



Title: Director of Community Relations (Full-time)

Job Purpose: To manage all external relations and fundraising initiatives and help plan for and ensure the long-term sustainability of the organization

Position Summary:

Reporting to the Executive Director and working in partnership with the Leadership Team and Board of Directors, the Director of Community Relations has primary responsibility for leading all external relations, advocacy, and institutional advancement (fundraising) functions for the Vermont Foundation of Recovery (VFOR). The Director serves to sustain, steward, and identify funding from private and public sources, grow community engagement and awareness of VFOR's programs and services, and advocate for VFOR and recovery initiatives while supporting development in relevant public policy.

This is a new position established in the fall of 2023. As VFOR is currently funded primarily through state and federal grants, this position represents an opportunity to create, grow and lead a comprehensive development program with a new focus on individual and foundation giving and strategic external relations. As such, this position requires a driven self-starter and "builder" who is creative, entrepreneurial, up for a challenge, and capable of managing multiple priorities as part of a small leadership team in a dynamic, high-growth, collaborative organization.

Key Duties & Responsibilities

- Together with organizational leadership, create and implement comprehensive fundraising, community outreach, communications, and advocacy strategies that build upon VFOR's goals and successes
- Partner with VFOR's staff and board to fully understand programs and foster collaborative relationships to best position these for fundraising activities and support.
- Consistently increase and grow fundraising revenues through a creative, multi-faceted approach to outreach, marketing, identification, and stewardship
- Cultivate, steward, and grow VFOR's base of private philanthropic support, including individual, foundation and corporate partners
- Lead advocacy efforts to position VFOR for continued and increased funding from state and federal sources

Fundraising and Community Outreach

- Set the vision and strategy to establish, realize and exceed annual development goals through individual gifts, foundation, corporate, and government grants
- Lead and manage all fundraising activities; cultivate and steward donors, providing an exceptional donor and board member experience that enhances giving, attracts new supporters to VFOR's mission, and regularly engages donors in VFOR's work and growth

- Work in partnership with the Executive Director and Board of Directors to drive the identification and solicitation of new mid-level and major gift donors (individual, corporate and foundation)
- Research appropriate grant opportunities, prepare letters of inquiry, grant proposals and other funding applications
- Compile and submit required grant funding reports, including compilation of required data and metrics
- Develop and oversee annual and special fund appeals
- Organize and oversee community and donor-focused events
- Report to the Board of Directors quarterly on progress toward annual fundraising goals and serve as staff liaison to the board Sustainability Committee
- Supervise and manage database, data entry, and list management to leverage opportunities to align constituent interest with program and development priorities
- Supervise communication of donation information effectively in a timely manner to the Finance Team
- Stay abreast of trends and best practices in philanthropy, database management, corporate and foundation relations and other related topics to help strategically position efforts and activities
- Attend external community events to communicate the value and purpose of VFOR to the community.
- Develop a culture of philanthropy through the mentorship and training of staff, volunteers, and Board of Directors

Communications/Marketing

- Supervise the development and implementation of communications strategies that seamlessly integrate development, marketing, and program messaging to increase VFOR's visibility to external audiences, reach new and diverse audiences and grow VFOR's effectiveness and influence, and enhance understanding of and financial support for the organization's work
- Oversee development of written communications, marketing materials and electronic marketing across multiple platforms including web, social media, print and digital publications, and other public relations and marketing vehicles
- Supervise the maintenance, and stewardship of VFOR's brand and key messages to strengthen the organization's reputation and services
- Monitor marketing trends and content relevant to VFOR's mission, and translate information into compelling, actionable, and effective strategies
- Lead preparation of Annual Report and supervise its production
- Work with staff across the organization to integrate communications, branding and programs into fundraising strategies and activities, as appropriate

Advocacy and Government Relations

- In coordination with the Executive Director lead and coordinate advocacy campaigns focused on key decision makers at the local, state, and federal level



- Develop and/or maintain relationships with elected officials and their staff contacts and key government employees
- Stay abreast of issues impacting the recovery and recovery housing community and identify strategic communications and funding opportunities and threats

Department and Staff Development

- Assess overall staffing and department needs and grow and develop team as needed

Desired Qualifications

- At least five years of experience in overseeing external relations, communications and/or fundraising, ideally for a grant and donor-funded nonprofit organization.
- Passion for Vermont Foundation of Recovery's mission and for the power of recovery housing. Personal experience with recovery from Substance Use preferred
- Experience identifying, writing, and successfully securing grants from foundations and government sources. Experience with SAMHSA and HRSA grants a major plus.
- Be a "self-starter" and excited about the opportunity to create, build and lead new initiatives and programs
- Fundraising leadership experience developing and executing a comprehensive multi-faceted annual development plan
- Track record of identifying, qualifying, and cultivating new donor prospects
- Experience overseeing and cultivating a portfolio of major donor relationships and closing gifts
- Goal-driven to set and achieve annual benchmarks, proactively initiate donor visits, and conduct fundraising calls
- Experience representing a business or organization externally to a variety of stakeholders and communities.
- Advocacy experience interfacing with legislative and government officials preferred
- Good understanding of Vermont as well as regional and national markets
- Strong interpersonal and writing skills
- Possess the leadership skills to work with and motivate staff, board members and volunteers
- Have the desire to get out of the office and build external relationships
- Organized, detail-oriented, and exhibit follow-through on tasks and goals, strong organizational skills
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, commonsense and good listening ability
- Strong technical, computer and software skills and experience with a CRM/donor database (experience with Trello a plus)

Compensation, Benefits and Terms

\$60,000 - \$65,000 annual salary with health, dental and vision insurance, holidays, paid time off, and a flexible schedule. This is a full-time position that must be based in Vermont, with the



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opportunity for a hybrid (but primarily remote) work schedule. An office is available at VFOR's headquarters in Essex, Vermont, if desired. Some in state travel for meetings is required.

To Apply

VFOR is collaborating with McArdle & Associates Philanthropy Advisors to conduct this search. To apply please send a resume and cover letter personally expressing your interest in the position and VFOR's mission to scott@scottmcardle.com with the subject heading "VFOR DCR Position."

Equal Opportunity Employer

VFOR is proud to be an equal opportunity employer committed to creating a workplace culture that respects and celebrates diversity and values the wellbeing of all employees. Those with lived experience are strongly encouraged apply.

About the Vermont Foundation of Recovery (VFOR)

VFOR is a Vermont-based non-profit organization operated by people in recovery from alcohol and other Substance Use Disorders. Our mission is to create a state-wide network of recovery homes to help people suffering from substance use disorders re-assimilate into society by supporting the transitions from active use, to recovery, and to independent living. Our vision is that every Vermonter struggling with Substance Use Disorder has ready access to a full spectrum of recovery supports and services to shepherd them from detoxification, to inpatient treatment, to outpatient counseling, to sober living and employment, and ultimately, to stable sobriety and independent living as valued and productive members of their communities.