

Innocence Project of Florida – Development Officer

February 7, 2022

The Innocence Project of Florida, Inc. (IPF) is seeking a Development Officer with a demonstrated passion for social justice. The Development Officer position will be a full-time position in a flexible/hybrid environment (remote and in-office) and will report to the Finance and Human Resources Manager. The Innocence Project of Florida is a 501(c)(3) non-profit legal defense organization dedicated to representing individuals in Florida's prisons who can prove their innocence through the use of DNA testing and other newly discovered evidence. IPF is the premier criminal justice organization in Florida and has helped secure the release of numerous individuals who collectively spent over 588 years in prison for crimes they didn't commit.

ESSENTIAL JOB FUNCTIONS:

The Development Officer will lead IPF's efforts to develop the necessary non-grant resources to support its mission-driven programmatic activities. Specifically, Development Officer will be required to:

MANAGE ENTRY-LEVEL AND MID-LEVEL GIVING:

- Collaborate with the management team and board of directors members in creating and implementing the organization's annual development plan.
- Develop and execute cultivation strategies for existing and prospective entry-level and mid-level giving donors (e.g., \$25 - \$3,499).
- Create fundraising messaging, including for e-newsletters, social media, direct mail, event programs, annual reports, Wrongful Convictions Day, Giving Tuesday, end of year giving, and other special campaigns. Collaborate with communications staff on design for these.
- Plan and manage direct mail, digital, and other targeted giving campaigns from segmenting to messaging to mail house.
- Provide donor research and prospect development through data analysis, appropriate donor and prospect list segmentation, and adjustments of tactics according to campaign results.
- With the management team, manage the life cycle of donors, entry-level giving acquisition to retention to upgrade to major giving. Help the management team to maintain a donor stewardship system, noting who needs to be contacted, when, and why.

PROVIDE MAJOR GIFTS PROGRAM SUPPORT

- Support the management team and board of directors in development of the major donor pipeline by using existing and new database and research tools.
- Collaborate on the identification and qualification of top prospects through networking and research.
- Prepare background research briefings for the executive director, board of directors members and other solicitation partners.
- Work with the management team to identify government, corporate, and private foundation grant opportunities and support management team with institutional cultivation, drafting proposals, and preparing grant reports.

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- Meet with major donors and prospects for cultivation, stewardship and solicitation, including both remote meetings and travel for in-person meetings.

MANAGE DATABASE MANAGEMENT AND DONOR ACKNOWLEDGEMENT

- Record and process gifts in Salesforce database.
- Manage donor stewardship plans and prepare gift acknowledgements and tax receipts for donors in a timely manner each week.
- Manage constituent and donor data, including running reports and entering and updating data in Salesforce. Maintain the accuracy and integrity of our data. Collaborate with and learn from external Salesforce consultant to leverage database capabilities and become the staff Salesforce expert.
- Create regular development reports for the management team and board of directors.
- Collaborate with communications staff on the creation of the Annual Report.
- Coordinate with the Finance and Human Resources Manager to reconcile gift and budget information as needed.

PLAN AND SUPPORT EVENTS

- Plan and execute events for various donor and prospect audiences/attendees as part of annual development plan.
- Support the management team's efforts to plan recurring fundraising events, including IPF's signature event *The Exoneration Celebration* and regional comedy events.
- Support communications staff in the creation of event programs or other supporting materials as needed.
- Collaborate with communications staff in promotion and execution of events.

OTHER RESPONSIBILITIES

- Supervise interns and volunteers as needed.
- General administrative and operational support duties as needed.
- Evening and weekend work are occasionally required and attendance at GN-IP events is expected.
- Participate in all appropriate Innocence Network learning and collaboration opportunities.

QUALIFICATIONS & EXPERIENCE:

- Bachelor's degree.
- 5+ years experience in development resources in a non-profit, higher education or other relevant setting.
- Familiarity with donor database systems or ability to learn.
- The ability to speak and write in Spanish a plus.

KEY COMPETENCIES:

- Enjoys meeting people of all backgrounds, demographics and economic station.
- Is not hesitant about asking people to provide financial resources to the organization and relishes the opportunity to convince people of good will to support a worthy cause.
- Excellent writing and oral communication skills.

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- Detail-oriented and superior organizational skills.
- Possesses a collaborative mindset that allows this person to be reliable, share ideas, take direction, communicate openly and honestly, ask for help when needed, offer help as needed, support co-workers, volunteers and board of directors members, and be willing to assist with things outside the job description when the need arises.
- Ability to grasp legal and criminal justice issues and translate those issues into persuasive and easy-to-understand donor cultivation and solicitation messaging.
- A strong, demonstrated commitment to remedying injustice on behalf of vulnerable populations in general and to IPF's core mission of finding and freeing innocent people in Florida's prisons.
- Possesses Emotional Intelligence that allows this person to express emotions thoughtfully and to handle interpersonal relationships with respect and empathy.
- A team player with dedicated commitment to being a positive force within the organization and working well with others to achieve shared organizational goals.

BENEFITS:

Besides being afforded the opportunity to work in an exciting, dynamic and collegial small-office environment, the Development Officer will receive a generous public interest salary commensurate with their level of experience; full health insurance coverage (with ability to add family coverage for additional salary withholding), short- and long-term disability coverage, life insurance and a generous vacation and sick time allowance.

HOW TO APPLY:

No later than March 15, please send a cover letter, resume, writing sample or portfolio piece, salary requirements, and list of references to Emily Thourson at ethourson@floridainnocence.org, with "Development Officer Position" in the Subject Line.

The Innocence Project Florida is an equal-opportunity, affirmative-action employer, that strives for diversity among its applicant pool as well as within its staff and board. We do not discriminate in employment decisions based on race, color, religion, sex, gender identity, sexual orientation, national origin, citizenship, age or disability. We strongly encourage people from all backgrounds, especially racial and ethnic minorities, veterans, people with disabilities, and smart people with non-linear/non-traditional experience and educational backgrounds to apply for this position. Most importantly, no matter their background, the person selected for this position must embrace, advocate for, and deeply value equity, diversity, and inclusivity.

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