

Title: Senior Development Associate Position

Organization: Kevin Guest House (KGH) is the nation's first healthcare hospitality house situated in the heart of the Buffalo Niagara Medical Campus. KGH is a not-for-profit organization that provides a comfortable and supportive home-away-from-home for patient families traveling to Western New York for medical care. For more information, please visit www.kevinguesthouse.org.



Status: Full time (40 hours/week) salary with benefits, M-F, occasional weekend/evening duties (daily hours 8:00 to 4:30; ability to work events & committee mtgs. allow for flexible schedule).

Submit cover letter, salary requirements and resume by email to lweaver@kevinguesthouse.org.

Primary Function: Sr. Development Associate reports to the Development Director with oversight by the Executive Director. Responsible for primary coordination of the annual fundraising campaign & special events along with assisting with implementation of the overall marketing and communication plan for Kevin Guest House. Secondary support for the Development team with the coordination of other business development initiatives, healthcare partner relations and house operation functions when needed.

Duties:

- **Strategic Planning:** Assist the Development Director with the overall strategic plan and implementation of all business development and marketing initiatives including primary responsibilities below. As well as assist the Director when necessary with corporate partnerships, individual donor cultivation, grant writing, major gifts, special campaigns and other programs. Work as a team to achieve budget goals and develop an integrated plan to provide a range of fundraising opportunities.
- **Special Events:** primary coordination of all in-house fundraising events and third party community events. Includes committee management, event logistics, volunteer recruitment, project tracking, financial reporting, auction procurement, attendee, vendor and donor solicitation. Assist Development Director with sponsorship, peer to peer fundraising efforts, annual Anniversary Celebration, special campaigns & other recognition events.
- **Annual Fund Campaign:** primary coordination of Pay it Forward campaign including direct mail, restricted appeals, online promotions, United Way campaigns and other giving programs. Recruit campaign leaders & manage efforts. Assist Development Director with Kevin Garvey Society and Giving Hearts young professional programs.
- **Cause Marketing & Community Fundraising:** primary management of bi-annual flower sales program, other merchandise sales and cause marketing programs including project tracking and fulfillment. Recruit location captains and manage promotions.
- **Marketing & Communication:** primary coordination of all website, email, social media, print, public relations and digital media communication plans including developing presentation, donor stewardship & other materials as well as implementing community engagement opportunities. Maintain speaker and tour schedules.
- **Healing Garden Paver Program:** primary management of walkway program and dedication ceremonies. Assist Development Director with other restricted giving initiatives to improve house maintenance and operations.
- **Database Management & Reporting:** Help maintain constituent and prospect records, conduct research, analytics & statistical reporting, in-kind tracking and produce monthly program & revenue reporting.
- **Volunteer Coordination:** primary oversight of event & annual campaign committees and community engagement initiative leaders. Recruit marketing committee members and serve as staff liaison on Marketing and Business Development committees. Assist House Manager on overall event volunteer recruitment, training and retention. Recruit, train and manage temporary interns and business development volunteers to support fundraising efforts.
- **Guest Services & House Operations:** when necessary assist Kevin Guest House team with day-to-day operations including guest relations, administrative support, accounting functions, meeting planning, management of organizational procedures and development support for guest & house related in-kind requests.

Requirements:

- Dependable and compassionate perspective for healthcare hospitality mission.
- Expected to represent Kevin Guest House brand in community and comfortable in public speaking engagements.
- Build awareness in the community and keep informed of developments in philanthropy and marketing fields.

Qualifications:

- Bachelor's degree preferred and 3 to 5 years' relevant experience in non-profit, special events or marketing.
- Customer service, hospitality or relevant experience a plus.
- Computer literate including working knowledge of Microsoft Office tools and data base operations. Filemaker Pro, peer to peer fundraising platforms and/or non-profit database experiences preferred.
- Adobe suite, publisher and digital camera work a plus.
- Website, social media, email campaign programs experience (Mailchimp a plus) preferred.
- Familiarity with project management and ticket programming a plus.
- Ability to function effectively in a team environment and multi-task many projects.
- Effective organizational/prioritization, interpersonal, verbal and written skills and public speaking.
- Strongly self-directed and good problem solving skills.
- Ability to lift 25+ lbs. unassisted, valid driver's license required.

Kevin Guest House

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www.kevinguesthouse.org | facebook.com/kevinguesthouse | [@kevinguesthouse](https://twitter.com/kevinguesthouse)