



About RMHC-Denver: Since 1979, Ronald McDonald House Charities of Denver, Inc. (RMHC-Denver) has offered a loving home away from home to families needing to be near their seriously ill or injured children while they're being treated at metropolitan area hospitals.

Job Title: VP of Development	Effective Date: 2/01/2025
Reports to: CEO	FLSA Classification: Exempt, Salaried
Position Level: Executive	Pay Range: \$ 115,000 - \$125,000

Join Our Team as Vice President of Development and Marketing!

RMHC-Denver is seeking a visionary leader with a passion for storytelling and a drive to make a meaningful impact. In this role, you will convey our mission and impact in a way that deeply resonates with stakeholders, inspiring them to join us in our cause. If you are motivated and passionate about raising funds that help make a difference and align with our mission to support families during their most difficult times, we would love to hear from you!

To protect the health of the families we serve and our staff, Ronald McDonald House Charities of Denver has a mandatory Flu Vaccination requirement for all employees. Exemptions may be considered.

Job Summary

The VP of Development and Marketing at Ronald McDonald House Charities of Denver, Inc. is essential in driving our mission to support families in need and expanding our fundraising efforts and enhancing revenue streams to support program growth and future expansion. As a key member of the Leadership Team, this position shapes our organization's future. The VP leads all fundraising and marketing/communications initiatives, crafting and executing strategic plans that include individual and corporate giving, special and third-party events, grant writing, McDonald's-related revenue, and other funding sources. This role is both strategic and hands-on, ensuring our efforts are effective and impactful. Overseeing the Director of Marketing and Corporate Partnerships, the Manager of Donor Relations & Events, the Marketing Communications Manager, and the Donor Database Specialist. The VP fosters a collaborative and mission-driven environment, dedicated to making a meaningful difference in the lives of the families we serve.

Essential Duties, Responsibilities & Functions

The main duties and responsibilities of this position are listed below. These may be adjusted based on business needs or regulatory requirements. This position may be assigned additional duties not specifically listed below.

Strategy and Management

- With the CEO, creates and develops strategic and comprehensive annual fundraising plans to support the organization's Strategic Plan, as determined by the Board of Directors. This position is directly responsible for the daily implementation of these plans.
- With the CEO, sets direction for strategic and proactive annual marketing communications plans and ensures the daily implementation of these plans.
- Works with the Leadership Team and Board of Directors to set annual fundraising revenue and related expenditure budget and continuously analyzes and modifies tactics around the balance of philanthropic revenue streams that support current operations and future programmatic growth or expansion.

- Leads, motivates, and manages a current team of 4 full-time fundraising and marketing professionals who are responsible for the execution of all fundraising and marketing activities to achieve or exceed specified and budgeted fundraising goals.

Fundraising

- Personally identifies new donors, prospects from existing donors; cultivates, secures, and retains major donors (\$5,000+, including event and annual sponsorships and capital gifts).
- Personally writes grants for the organization.
- Creates and guides a plan for managing relationships and stewarding current and prospective donors from all sources. Ensures all donors are thanked and stewarded appropriately and in a timely manner.
- Maintains a working knowledge of donor database, with a basic understanding of how to collect and interpret data and manage one's own portfolio of donors.
- Actively identifies untapped or potential revenue streams alongside areas where streams could be enhanced, establishes relationships/partnerships, and secures those sources of revenue.
- Works with appropriate program and accounting staff on planning, budgeting, and reporting functions related to restricted or designated contributions.
- Creates and personally executes planned giving, capital giving, and endowed giving strategies.
- Works with Programs Team to determine how to meet gift in-kind needs (products and services) and the funding of new and ongoing programmatic and facility needs.

Communications and Marketing

- Serves as an organizational spokesperson for speaking engagements, check presentations, in crisis communication situations, and other external events.
- Actively engages the community by hosting and leading tours of the organization's facilities and participating in onsite and off-site donor cultivation and marketing events.
- Oversees the team responsible for the organization's paid and earned media, advertising schedules and opportunities, social media and online visual storytelling about the organization's mission.
- Ensures brand integrity and compliance with RMHC Global best practices and guidelines, including managing a name/brand change in the near future.

Committee Leadership and Collaborative Support

- With respective committee chair, plans the agenda and helps lead related committee(s) work to accomplish their strategic goals, and oversees staff responsible for subcommittee work.
- Works collaboratively with entire RMHC-Denver team, including volunteers and the Board of Directors, to increase their knowledge, proficiency, and comfort with fundraising and being an ambassador for the organization.
- Provides support, education, and best practices to the Board of Directors in their fundraising efforts and the fulfillment of their responsibilities to open doors, connect the organization with individuals and groups, and secure financial contributions.
- Provides support to the Finance Department and auditors leading up to and during annual financial audit and tax filing preparation.

Education, Experience & Abilities

- Bachelor's degree required; master's degree preferred.
- At least 10 years of experience with nonprofit fundraising and a proven track record of successful donor development.
- At least 1 year of senior leadership team and/or at least 3 years of team management experience.
- Must have experience as a fundraising generalist with a working knowledge of and appreciation for individual giving, planned giving, special events, grant writing, and corporate partnerships.
- Experience in major/planned giving and capital campaigns preferred.
- Flexibility to work evenings, weekends, and other times as necessary.
- The position is based at Denver location with the expectation to regularly travel between and interface with all program sites and offsite activities; up to two days per week may be remote.
- Expected to hold fundraising meetings and visits onsite or offsite alone, or with CEO, Development and Marketing team members, donors, or other constituents.
- A strategic thinker with the ability to manage multiple priorities and be adaptable.
- Proficiency in MS Office applications, especially MS Word, Excel and Outlook.
- Familiarity with working in donor databases, preferably Raisers Edge NXT.
- Working knowledge about nonprofit tax incentives and planned giving/retirement vehicles benefiting charities.
- Excellent written, oral, and interpersonal communication skills as well as presentation skills.
- Strong social skills useful in cultivating donors.
- Ability to be professional, ethical, and always maintain confidentiality.
- Good problem-solving skills.
- Organized with strong attention to detail.
- Ability to successfully manage a team, and work as a collaborative team member across departments.

Physical Requirements

- Ability to perform physical requirements of an office-based position, including sitting, standing, lifting up to 25 pounds on an occasional basis, and operating office equipment.
- Ability to handle typical noise conditions with working in an office environment.
- Ability to travel between RMHC-Denver and Aurora locations and other job related or meeting events.

This is a full-time, exempt position, with the expectation of working 40 hours per week. The general work schedule will be M-F, to include some evenings and occasional weekends. This position will be based out of our Denver House, with regular travel to our Aurora House and to other offsite activities. This position is eligible for all full-time benefits, including health, vision, dental, *at 100% for employee only* long-term disability, life insurance, an EAP, and a retirement savings benefit (eligible after the waiting period), paid time off, and sick leave.

How to apply: Please submit a resume and cover letter to careers@rmhc-denver.org. Position will be open until filled. No phone calls, please.



Our Culture: At RMHC-Denver, our culture is built on collaboration, innovation, and a shared commitment to our mission. We value diversity and encourage open communication, and we celebrate our successes together and support each other through challenges. Join us and be part of a team that is dedicated to making a real difference in the lives of families in need.

RMHC-Denver provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, RMHC-Denver complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.