

**Director of Advancement**

Location: Providence, RI / Hybrid

Reports To: Chief Operating Officer

Supervises: Development and Marketing Staff

Status: Full-Time, Exempt

About Big Brothers Big Sisters of Rhode Island

Big Brothers Big Sisters of Rhode Island (BBBSRI) creates and supports one-to-one mentoring relationships that ignite the power and promise of youth. Through mentoring, community engagement, and social enterprise, we are building a stronger, more connected Rhode Island.

Position Summary

The Director of Advancement (DOA) serves as a key member of BBBSRI's leadership team, responsible for developing and executing comprehensive strategies that advance the organization's mission through fundraising, marketing, communications, and community engagement.

This role leads all aspects of development operations, donor relations, events, digital engagement, and brand management, ensuring that every interaction reflects the mission, values, and impact of BBBSRI. The DOA oversees systems and staff that sustain donor retention, attract new supporters, and build long-term community investment in mentoring.

Key Responsibilities:**Fundraising Strategy**

- Develop and execute an annual Resource Development Plan that aligns with agency priorities and budget goals.
- Oversee all fundraising campaigns, including:
 - Annual Giving, Monthly Giving, and End-of-Year Appeals
 - Major Gifts (\$2,500+), Donor Cultivation, and Stewardship Programs
 - 401Gives, Big Adventure, and Dr. Dorothy Pieniadz Celebration (Scholarship Impact Night)
- Ensure the proper management of donation tracking, acknowledgments, and donor database (CRM) systems to ensure timely, accurate, and personalized engagement.
- Cultivate relationships with individuals, corporations, and foundations to grow unrestricted and mission-aligned support.
- Ensure the proper management of in-kind donations, donor advised giving platforms, and tax acknowledgment processes.

Marketing, Communications and Brand Management

- Lead strategy and execution for all organizational marketing, PR, and social media efforts.
- Oversee website content, online giving platforms, and digital ad accounts (Google Grants, Yelp, etc.).

- Develop and manage creation of marketing collateral for both program and non-program use.
- Produce annual materials including the Annual Report, Annual Giving Calendar, and Event Collateral.
- Coordinate the Marketing Advisory Group and ensure all messaging aligns with BBBSRI's mission and values.
- Ensure proper management of digital tools and vendors including GoDaddy, social media platforms, texting, and marketing inventory.

Events and Community Engagement

- Ensure top tier execution of all fundraising events and campaigns.
- Lead Ambassador Groups (Adult, Youth, and Community) and the Advocacy Group, fostering engagement among mentors, volunteers, and supporters.
- Coordinate volunteer recruitment and recognition for non-Big volunteers.
- Plan and execute a strategy to promote BBBSRI's mission during BBBS Month (September) and National Mentoring Month (January) campaigns.

Systems, Analytics and Reporting

- Manage all aspects of CRM administration, analytics, and reporting for fundraising and marketing activities.
- Oversee donor and volunteer data integrity, gift processing, and event ROI reporting.
- Monitor performance metrics monthly and provide strategic insights to leadership and the Board.
- Ensure accurate documentation, proofing, and brand consistency across all communication channels.

Team Leadership and Collaboration

- Supervise, mentor, and evaluate development and marketing staff, interns, and volunteers.
- Partner with HR on onboarding, training, and professional development.
- Collaborate cross-departmentally to ensure that advancement efforts align with programmatic and operational goals.
- Maintain alignment with the CEO, COO, and CFO on strategy, scheduling, budgets, and compliance.

Qualifications

- Bachelor's degree required; advanced degree or certification (CFRE, MPA, or MBA) preferred.
- Minimum 5–7 years of progressive experience in fundraising, marketing, or nonprofit management.
- Demonstrated success managing campaigns, events, and donor cultivation strategies.
- Proficiency with CRM systems (e.g., Salesforce, Raiser's Edge, Neon), Google Workspace, and social media platforms.



- Excellent communication, project management, and leadership skills.
- Strategic thinker with strong analytical and creative abilities.

Compensation and Benefits

- Competitive salary commensurate with experience.
- Comprehensive benefits including health, dental, vision, retirement plan, paid time off, and flexible scheduling.
- Hybrid work environment and a supportive, mission-driven team culture.

To Apply

Send a resume and 500-word max. cover letter to HR@Bigsri.org. Applications that include links to digital portfolios that highlight a candidate's work experience will be prioritized. Applications will be reviewed on a rolling basis until the position is filled.