

# Strategic Development Director

@ Neighbor Ride, Inc. / Columbia, Maryland

Permanent, full-time, in-office position

Posted March 2025

Closing Date: When filled

**About Neighbor Ride:** Neighbor Ride is a nonprofit, supplemental transportation provider, serving Howard County's older adult population since 2004.

**Our Mission:** Neighbor Ride enhances the health and quality of life of Howard County's seniors providing the comfort and peace of mind of affordable, passenger-focused transportation services through a reliable, volunteer-base system.

**Our Vision:** To continue and expand Neighbor Ride's unique capability to offer local transportation that benefits the health and well-being of Howard County's seniors and strengthens the community as a whole.

Since our founding in 2004, Neighbor Ride has provided nearly a quarter million trips for Howard County's older adult population powered by the simple volunteer model of neighbor helping neighbor. Transportation is coordinated and provided by volunteer drivers and ride coordinators and is available daytime and evenings, seven days a week to destinations within 35 miles of clients' homes. Our more than 300 volunteer drivers have a meaningful, flexible opportunity to give back to the community.

Neighbor Ride decreases isolation and improves the quality of life of Howard County seniors by providing transportation for medical appointments, faith-based services, social outings, fitness activities, classes, volunteer and work obligations, shopping, and other needs. Neighbor Ride removes a key barrier to health care and preventive services and ensures the continued well-being and dignity of older adults, enabling them to remain active, independent, and connected to the community.

**The Role:** The Strategic Development Director will be a dynamic, innovative and experienced leader responsible for planning and implementing comprehensive fundraising and communication strategies to support Neighbor Ride's mission and programs. The role involves a forward-thinking perspective, managing donor relationships, leadership of fundraising activities, seeking grants & sponsorships, as well as oversight of Neighbor

Ride's marketing and communications. The ideal candidate will have the proven ability to think strategically and innovate, anticipating future trends and challenges. The Strategic Development Director reports to and works closely with the Executive Director. The role also regularly collaborates with Neighbor Ride's Program Operations Director and other program staff. The Director plays a critical role in ensuring the financial sustainability of Neighbor Ride, promoting its presence in the community, and maintaining strategic vision.

### **What You Will Do:**

- **Fundraising Strategy:** Develop and implement a comprehensive fundraising plan to meet the financial goals of the organization.
- **Donor Relations:** Cultivate and nurture relationships with current and potential donors, including individuals, corporations, and foundations.
- **Communications:** Oversee the creation of marketing and communication materials across the organization including support of:
  - Fundraising activities
  - Client and volunteer communications
  - Advertising and public relations
  - Website
- **Grant Writing:** Identify and apply for grants that align with the organization's mission and goals
- **Database Management:** Analyze and manage donations and donor information using Neighbor Ride's donor management database.
- **Reporting:** Provide reporting and data analytics to the Executive Director and Board of Directors on fundraising activities, insights, and progress.
- **Event Planning:** Plan and execute fundraising events, ensuring they are successful and align with the organization's brand and mission.
- **Be Forward Thinking:** Using data and other inputs, co-create with the team innovative strategies and solutions to ensure Neighbor Ride remains at forefront for transportation services.

- **Cross Functional Team Leadership:** Lead and mentor cross functional project teams, fostering a collaborative and goal-oriented environment while developing forward-thinking initiatives that drive growth and innovation within the organization.
- **Community and Industry Connections:** Develop and maintain connections and relationships within the local Howard County non-profit, business and donor communities as well as stay abreast of industry trends and best practices.

**What You Need to Succeed:**

- 5-7+ years of experience in development and fundraising, preferably in the human services non-profit space.
- Experience and proven ability to build and grow relationships with key donors, funders and partners. Strong understanding of donor cultivation and stewardship practices.
- Experience in the development and oversight of effective marketing and communications strategies preferably with human services and volunteer recruitment. Design and implementation experience with multi-channel marketing including print, social media, video and web.
- Familiarity with fundraising software and donor management systems (Bloomerang is used)
- Exceptional written and oral communication skills to clearly and persuasively convey messaging to diverse external audiences
- Proven ability to generate and execute ideas and process improvements that drive an organization forward
- Ability to work both independently and as part of a team. A bias for action – someone who sees what needs to be done and can work collaboratively to execute.
- Excellent organizational and project management skills
- Curiosity, initiative and a willingness to roll up your sleeves and be a team player

**Nice to Haves but Not Required:**

- Bachelor's degree in a related field (e.g., Non-Profit Management, Business Administration, Communications).
- CNP and/or CFRE Certification

**IN SUMMARY:** A creative, forward-looking thinker who thrives in a small, hands-on organization and who is energized and excited by the opportunity to lead and unify the development, marketing, and communications functions at a community-based nonprofit

while leaning into its next twenty years of service to the growing older adult population in our community.

### **POSITION INFORMATION**

**Compensation:** The salary range for this position is \$76,000 to \$92,000. Placement within the range is based on an individual's relevant experience and skills for the role. You may also be eligible for an annual discretionary bonus which is determined by individual and Neighbor Ride performance.

**Location:** Columbia, MD

**Schedule:** Full-time, 5 days/week, In-office

**Benefits:** Include retirement with company match, life insurance, disability insurance, and more.

**Paid Time Off:** 18 days per year including personal, sick and vacation. Additionally, 10 paid holidays.

*Neighbor Ride is an Equal Opportunity Employer. Individuals considering employment at Neighbor Ride are considered without regard to race, color, religion, national origin, age, sex, marital status, ancestry, physical or mental disability, veteran status, gender identity, sexual orientation or any other classification protected by federal, state or local law.*

*Employment with Neighbor Ride is contingent upon satisfactory completion of our pre-employment background check, and satisfactory proof of legal authorization to work in the United States.*