



DIRECTOR OF DEVELOPMENT

ABOUT SKILLSUSA

In the United States, skilled trade positions are the number one hardest jobs to fill. Businesses need skilled talent, and students need a better path to career success. American education is not adequately meeting the needs of all students or employers when 22 percent of U.S. students are failing to graduate high school and 81 percent of dropouts say they wanted more “real-world” learning opportunities.

Established in 1965 as the Vocational Industrial Clubs of America, SkillsUSA is a partnership of students, teachers, and industry professionals working together to ensure America has a skilled workforce and that each student has the chance to excel. A nonprofit national education association, SkillsUSA serves middle-school, high-school, and post-secondary students preparing for careers in trade, technical, and skilled service occupations. SkillsUSA serves more than 372,655 students and instructors annually. Including alumni, current membership totals over 434,000 and, cumulatively, 13.6 million members have been served since 1965.

SkillsUSA offers local, state, and national opportunities for students to learn and practice personal, workplace, and technical skills, as defined by the SkillsUSA Framework. The SkillsUSA Championships, for example, convene more than 6,500 students to compete each June. These national technical competitions help establish industry standards for job skill training and entry-level workers. SkillsUSA is recognized by the U.S. Department of Education as a successful model of employer-driven youth development training.

Key Facts

- More than 372,655 students and instructors served annually
- Approx. \$4 million in annual contributions
- 4 development staff
- 600+ national partners
- 4,000 schools and colleges in all 50 states

Mission

SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. We improve the quality of our nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics.

Visit



More than 650 business, industry, and labor organizations actively support SkillsUSA at the national level through financial aid, in-kind contributions, and involvement in SkillsUSA activities. Many more work directly with state associations and local chapters.

SkillsUSA offers countless resources to educators and students. The [SkillsUSA Career Essentials](#) course helps students develop personal, workplace, and technical skills that allow them to stand out in the skilled labor marketplace. The [Chapter Excellence Program](#) honors chapter achievement centered on intentional project-based work that is led by students. [Student2Student Mentoring](#) gives high school students opportunities to mentor younger students around career exploration.

From healthcare to HVAC, construction to cosmetology, SkillsUSA gives students everything they need to succeed in the careers of greatest opportunity. We invite you to learn more at www.skillsusa.org.

THE POSITION

Reporting to Executive Director Chelle Travis, the Director of Development is a key member of the SkillsUSA senior leadership team who oversees a staff of three and serves as liaison to the SkillsUSA Board of Directors Development Committee. This position oversees the Office of Business Partnerships and Development (BPD), which is responsible for securing financial support for SkillsUSA's national activities and programs through corporate partnerships, in-kind donations, events, and major and planned gifts.

Building on SkillsUSA's strong history of corporate support, the Director of Development will have the opportunity to design short- and long-term fundraising plans that will support both new and existing programs, fostering an organization-wide culture of philanthropy, and ensuring the ongoing success of SkillsUSA. The ideal candidate will bring a track record of fundraising success, excellent team leadership skills, exceptional communications and interpersonal abilities, and a passion for the SkillsUSA mission. Ideally based in the SkillsUSA national office in Leesburg, VA, there is flexibility for this leader to work remotely.

RESPONSIBILITIES

The Director of Development will have the following primary responsibilities:

- Design and manage the annual fundraising strategic plan, develop fundraising-related policies and procedures, and implement evaluation metrics to measure the success of chosen development strategies.



- Manage a team of three high-performing development staff.
- Develop and execute strategies across SkillsUSA's programs leading to the solicitation of gifts at the six- to seven-figure level.
- Manage relationships with the annual goal of moving donors along a strategic pipeline to qualify and solicit for leadership gifts.
- Encourage a culture of philanthropy.
- Design and manage the cultivation, solicitation, and stewardship of SkillsUSA's official partners.
- Pursue grant opportunities, consulting and collaborating with other department staff.
- Collaborate with the internal education team to develop and implement fundraising strategies in support of mission-critical programming and educational opportunities that include, but are not limited to, the Washington Leadership Training Institute (WLTI), SkillsUSA Championships, Signing Day, WorldSkills participation, national officer program, chapter recognition, and scholarships.
- Supervise and conduct prospect research, creation of persuasive proposals and presentations, and timely partner follow up.
- Partner with existing donors and volunteers to identify new donor prospects and develop and execute cultivation and solicitation strategies.
- Perform industry visits and conduct goodwill tours with national officers.
- Supervise release of requested SkillsUSA chapter address list for partners and prospects.
- Support in-kind partnerships as appropriate and supervise tracking of in-kind donation reporting by partners.
- Oversee the cultivation, recruitment, and meeting preparations of the NLSC Host City Council of Partners and supervise partner cultivation at the National Leadership & Skills Conference (NLSC).
- Develop and manage the annual BPD operating budget.
- Work closely with all department directors to coordinate cooperative work to carry out the SkillsUSA mission and recruit new partners.
- Work closely with the Office of Education on scholarship administration and implementation of other funded programs.
- Collaborate with communications and program staff to develop engaging donor collateral materials, stewardship reports, and fundraising-related communications for national core mission projects that require external funding.
- Conduct fundraising training for SkillsUSA state association directors and career and



technical student organizations.

- Provide reporting on development team activity to the Executive Director, senior staff, and Development Committee.

QUALIFICATIONS

The ideal Director of Development will bring most of the following qualifications:

- Strong belief in and commitment to SkillsUSA's mission and vision.
- A minimum of seven years of fundraising experience, preferably with significant major gifts experience. Related experience in sales, marketing, or client development is also acceptable, especially if coupled with development experience.
- Familiarity with nonprofit CRM software, donor databases and other fundraising technology.
- Prior experience managing a team of high-performing development officers; a "player-coach" management style with the ability to use data to guide strategy and motivate staff.
- Past experience soliciting and securing six- and seven-figure gifts and/or client engagements; strong ability to establish, steward and grow relationships with donors and/or clients.
- Prior experience with successful fundraising campaigns would be a distinct advantage.
- Excellent communication skills, both written and interpersonal, with the ability to identify and share compelling stories in support of SkillsUSA's mission.
- The ability to deliver results while giving and receiving feedback in a constructive manner; the skills to present information succinctly to senior staff and board committees.
- Ability and willingness to travel.
- An eagerness for continuous learning and professional growth.
- The ability to work independently, in a proactive and efficient manner, while also serving as the leader of the development team; able to adapt quickly to develop creative strategies for outreach when in-person meetings are not feasible.
- An organized approach, with the capacity to succinctly present comprehensive data to donors and internal teams.
- The dexterity to manage multiple projects and donor prospect lists simultaneously, while prioritizing the best opportunities for revenue generation.
- Bachelor's degree or equivalent work experience required.



APPLICATION

To be considered for this opportunity, please send a letter of interest and resume to:

EMILY THOMPSON

Associate Consultant, Executive Search

Emily.Thompson@campbellcompany.com

(312) 896-8891 direct

SkillsUSA is an Equal Opportunity Employer. In keeping with a tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.

SkillsUSA's diversity encompasses differences in ethnicity, gender, language, age, sexual orientation, religion, socio-economic status, physical and mental ability, thinking styles, experience and education. We strive to make all members, partners and employees feel welcomed and valued in the SkillsUSA family. SkillsUSA believes in treating all people with respect and dignity. We want SkillsUSA to be regarded as a "membership organization of choice" — one that encourages all individuals to be involved.



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All decisions regarding any terms or conditions of employment (including, without limitation, recruitment, selection, placement, employment, compensation, advancement, discipline, and termination) are made solely on the basis of merit, abilities, performance, qualifications, or other non-discriminatory criteria. No person shall be discriminated against in employment because of that person's race, color, religion, gender, sexual orientation, marital status, age, national origin, ancestry, veteran status, military status, mental, or physical disability unrelated to the ability to perform the essential job functions, or any other legally protected status.