WEST END REVITALIZATION ASSOCIATION

CHERISH EVERY DROP OF WATER YOU DRINK, EVERY LEAF THAT'S GREEN, EVERY HAND KEEPING IT CLEAN

Development Director Job Description

Overview

Reports to: West End Revitalization Association (WERA) Executive Director
Location: North Carolina (Hybrid; weekly in-person meetings in Mebane, NC)
Type: Full-time
Salary: $50,000 USD/year
Deadline: November 27, 2026

Organizational Overview

West End Revitalization Association (WERA) promotes positive measurable change in communities of color, in the pursuit of climate and environmental justice, led by people of color with lived experience, through collaboration with community members, stakeholders, and all levels of public leadership.

WERA is a 501(c)3 nonprofit community organization founded in 1995 to protect the historically Black and Indigenous communities of West End and White Level in Mebane, NC from targeted destruction resulting from the NCDOT 119-Bypass/Overpass construction project. We work to support communities of color in Alamance, Orange, and Durham Counties and beyond through climate and environmental protection, popular education, and community leadership.

Our strategy for accomplishing our mission includes advocating for access to basic public amenities and equitable infrastructure for impacted communities, empowering people to address institutional racism that fosters social inequity, advocating for a just transition to renewable energy, using the WERA Community Owned and Managed Research (COMR) model to implement positive change, and increasing community involvement in impactful legislation at local, state, and federal levels. We are a BIPOC-led (Black, Indigenous, people of color) organization that believes in equity and the inclusion and humanity of all marginalized people. WERA's work is grounded in Title VI of the Civil Rights Act of 1964, federal public health statutes, and The Principles of Environmental Justice.

To learn more, please visit: https://weranc.org

Position Function:

WERA is seeking a skilled development professional who is passionate about contributing to the growth and continued development of a longstanding, community-based nonprofit organization. The Development Director (DD) will report and serve as a strategic partner to the Executive Director, as well as work in close collaboration with Board members. They will establish a broad understanding of WERA – history, strategic priorities, initiatives, finances, and key stakeholders – to inform the expansion of a comprehensive development function. This person will be responsible for securing specific funding levels to meet the goals and objectives of the organization through a diversified funding base. The major benchmarks for this position include success in increasing and diversifying revenues, requests for services and participation in activities. The DD works collaboratively with other members of the staff, the Board and community volunteers to execute key role responsibilities.

Key Development Responsibilities Include:

- Leads the execution of the organization's Fund Development Plan and associated revenue strategies, including but not limited to grant management, annual and mid-year appeals, key donation campaigns, and various grass roots fundraising initiatives.
- Manages and implements strategies and activities for Major Gift cultivation and solicitation.
- Supervises development-focused event planning and programs.
- Oversees follow-up cultivation and stewardship of key funders and organizational sponsors/partners, which includes drafting donor communications, acknowledgements, and stewardship materials.
- Seeks and executes opportunities to represent WERA externally, interfacing with community groups and current and prospective donors; coordinates the presence of other WERA staff and Board members at open houses, community-wide efforts, conferences, fairs, and meetings of civic clubs, political and community groups.
- Responsible for the development and implementation of donor solicitation packages.
- Assists Executive Director in ensuring Board capacity to support annual development goals, strategies, and tactics.
- Provides ongoing evaluation of development and fundraising strategy, and makes recommendations for adjustment as necessary and appropriate.
- Performs other duties or special projects as directed by the Executive Director.

Qualifications:

- Relevant Bachelor's degree with a minimum of 3 years professional fundraising experience or the equivalent combination of education and experience
- Demonstrated experience in major gift fundraising
- Self-starter, results-oriented, with exceptional energy, strong relationship and interpersonal skills
- Demonstrated ability to conceptualize and describe funding needs in a way that is compelling and comprehensive to potential donors
- Excellent written and verbal communication skills
- Demonstrated ability to set priorities and multi-task
- Experience building and sustaining relationships with team members and organizational stakeholders
- Experience with database and/or fundraising software utilization and management
- Committed to WERA's mission, vision, and values
- Ability to travel for meetings, community events, etc.

This job description is only a summary of the typical job functions, not an exhaustive list of all possible responsibilities, and may be subject to change at any time due to reasonable accommodation or other reasons.

Travel Expectations:

This is a hybrid position requiring weekly in-person staff meetings in Mebane, NC, along with remote work and in-person community engagement. Travel may be required throughout WERA's service area and other locations as needed. Applicants residing in the Triangle, Alamance County, the Triad, Roxboro, Sanford, or other areas within a reasonable driving distance of Mebane are encouraged to apply.

Compensation and Benefits:

This is a full-time position with a starting salary of $50,000 annually, along with mileage reimbursement for work travel, flexible work schedule, and comprehensive PTO as outlined in WERA's personnel policies. We offer a monthly wellness stipend to support our team's health and well-being. Please note that the stipend is paid as a taxable payroll benefit.

To Apply:

To apply for this position, please email a resume and cover letter together in one PDF file to ayo@weranc.org with the subject line **"(YOUR LAST NAME), Development Director"** by the posted application deadline. Professional writing samples and references may be requested from candidates selected for an interview. No telephone inquiries or follow-up emails, please.

Statement on Attracting Candidates from all backgrounds:

WERA is an Equal Opportunity Employer and strives for diversity among its applicant pool as well as within its staff and board of directors. We strongly encourage people from all backgrounds, especially those of underrepresented populations, veterans, people with disabilities and smart people with non-linear/non-traditional experience and educational backgrounds to apply for this position. Most importantly, the person selected for this position must embrace, advocate for, and deeply value equity and fostering belonging.