



SENIOR DIRECTOR OF DEVELOPMENT

LOCATION: Greensboro, Asheville, Gastonia, or Hickory Service Center, hybrid-remote

At Girl Scouts Carolinas Peaks to Piedmont, we build confidence and leadership and help girls across 40 counties in central and western North Carolina realize their full potential. Through our four program pillars: STEM, Outdoors, Life Skills, and Entrepreneurship - girls develop a strong sense of self, positive values, a willingness to take on challenges, healthy relationships, and the skills to solve problems in their communities. Behind every badge earned and every experience delivered is a dedicated team committed to helping girls discover their strengths, grow courage and confidence, and make the world a better place.

As Senior Director of Development, you will partner directly with the CEO to design, launch, and lead a comprehensive development function, shaping the strategy, systems, and relationships that drive long-term impact. You will have the runway to develop a high-performing team over time and the visibility to evolve this role into executive leadership, including a potential path to Chief Development Officer. If you thrive in builder roles, value strategic partnership, and want your work to directly advance mission and scale impact, this role may be for you!

SUMMARY OF POSITION

The Senior Director of Development serves as a strategic and operational partner, translating Girl Scouts Carolinas Peaks to Piedmont (GSCP2P)'s strategic plan and program priorities into compelling, fundable opportunities that inspire donor and partner investment. The role leads comprehensive development efforts, including annual giving, individual and institutional donor pipelines, corporate and foundation partnerships, grants, sponsorships, and special events.

Working in close partnership with the CEO, Board of Directors, volunteer leadership, and cross-functional colleagues, the Senior Director builds strong external relationships, strengthens community connections, engages donors, and expands resources to support and advance the Girl Scout mission. Hybrid work environment with a typical weekly schedule that includes one day in the office, an average of two days of travel within a 40-county range, and remote the rest of the week. Ability to work varied hours, including evenings and weekends.

ACCOUNTABILITIES

Fundraising Strategy and Execution

- In partnership with the CEO, define and implement clear development goals, objectives, metrics, and performance indicators aligned with council priorities and strategic direction.
- Develop and execute an annual development work plan that integrates fundraising strategies, donor engagement activities, sponsorships, and grant pursuits.
- Translate organizational programs, initiatives, and impact into clear, compelling cases for support that resonate with individuals, corporations, and foundations.
- Manage all aspects of annual giving, including donor segmentation appeals, stewardship, and recognition.

- With support from the Event Management team, plan and execute signature fundraising events and campaigns that engage donors and elevate visibility.
- Track progress toward revenue and engagement goals, providing regular, data-informed reports and financial updates to the CEO, Board of Directors, and Fund Development Committee.

Donor Stewardship, Prospect Development, and External Engagement

- Develop, manage, and grow individual and institutional donor pipelines through research, segmentation, and personalized cultivation strategies.
- Conduct prospect research to identify donors for council-wide priorities and specific programs aligned with GSCP2P's strategic direction.
- Cultivate and sustain strong relationships with donors, prospects, alumnae, corporate partners, and community stakeholders through visits, correspondence, and regular communications.
- Partner with CEO, Leadership Team, Board of Directors and volunteer leadership to identify, cultivate, and solicit major gift and leadership-level prospects.
- Increase external visibility for the council by representing GSCP2P at targeted community, corporate, and donor events across the council footprint of 40 counties.
- Steward sponsor and donor relationships throughout the lifecycle of support, ensuring partners experience the full impact of their investment.
- Coordinate collection of program data, photos, testimonials, and impact stories to support sponsor and donor reporting and recognition.
- Manage donor data and systems to ensure accurate tracking, reporting, and compliance.

Sponsorships and Grants

- Collaborate with cross-departmental colleagues to identify, frame, and position programs and initiatives with strong funding potential for sponsorship, grants, and foundation support.
- Partner with a contracted grant writer to support the development and submission of corporate and foundation grant proposals, including reviewing drafts, providing narrative input, and securing required attachments.
- Maintain organized tracking of all grant and sponsorship activity, including application timelines, reporting requirements, and stewardship deliverables.
- Support sponsorship solicitations by coordinating prospects, serving as a primary point of contact, tracking responses, and ensuring timely follow-up.

Collaboration and Leadership

- Serve as a key member of the leadership team, contributing to overall council strategy, planning, and decision-making.
- Collaborate closely with the CEO, Board of Directors, Fund Development Committee, and leadership team to build and strengthen a growing culture of philanthropy across the organization.
- Work collaboratively with Mission Delivery and Marketing teams to align fundraising plans with program goals and mission impact.
- Maintain strong collaboration with the Finance team to ensure accurate reporting, forecasting, and reconciliation of fundraising revenue.
- Manage departmental budget and resources effectively.
- Provide team leadership with a focus on performance, engagement, and long-term staff retention as the department grows.
- Advance the council's diversity, equity, inclusion and access goals by ensuring all event venues and programs are welcoming, inclusive and accessible.

- Promote an environment of respect, equity and belonging among staff, volunteers and participants.

Other Duties

- Stay informed of GSUSA and industry best practices to ensure alignment with current standards and innovations.
- Perform other duties as assigned to support the success of the council's mission and strategic objectives.

Core Competencies

- Achieve Results
- Strategic Leadership
- Donor Stewardship
- Judgement & Decision Making
- Problem Solving
- Collaboration & Influence
- Project Management
- Budget Administration
- Time Management
- Communication
- Relational Intelligence

Education, Experience, & Certifications

- Bachelor's degree in nonprofit management, communications, marketing, or related field, or a combination of equivalent education and directly related work experience is required.
- Five or more years of progressive fundraising experience with a proven track record of success in individual, corporate and foundation fundraising.
- Demonstrated success in securing major and leadership-level gifts (\$20,000 and above).
- Proven ability to plan and execute successful fundraising campaigns and events.
- Experience in youth development or membership-based organizations preferred.

Skills & Competencies

- Strategic thinker with strong project management and organizational skills.
- Excellent relationship builder with outstanding communication skills and presentation abilities.
- Self-starter with initiative and the ability to work both independently and collaboratively.
- Commitment to maintaining a high customer service focus for all internal and external customers (staff, volunteers, families).
- Superior time management and organizational skills with the ability to carry out a variety of responsibilities with competing priorities and deadlines.
- Proficiency in Microsoft Office Suite, including Outlook, PowerPoint, Word and Excel.
- Proficiency in donor management systems and CRM software, experience with Bloomerang and Salesforce preferred.
- Willingness and ability to work varied hours, including occasional evenings and weekends.

Additional Requirements

- Subscribe to the principles of the Girl Scout Movement and become and remain a registered member of GSUSA, Girl Scouts Carolinas Peaks to Piedmont. [Who We Serve Statement](#).
- Successfully pass criminal and driver background investigation.
- Valid state-issued driver's license, valid auto insurance, acceptable driving record and access to a vehicle daily, and willingness and ability to travel through the council's geographic area.

PHYSICAL DEMANDS & WORK ENVIRONMENT

The employee is occasionally required to stand, walk, and sit; use hands and fingers to handle or feel objects, tools or controls, including the operation of a computer keyboard, calculator, copier machine and other office equipment; reach with hands and arms; climb stairs; balance; bend, stoop, kneel, crouch or crawl; and talk or hear within normal range for telephone use. The employee must occasionally lift and/or move up to 35 pounds. The employee must have close visual acuity to perform activities such as viewing a computer terminal, preparing and analyzing data and figures, and extensive reading.

REPORTS TO: Chief Executive Officer

Salary: \$70,000 - \$80,000

DISCLOSURE & ACKNOWLEDGEMENT

The statements above reflect the essential functions and qualifications for this job but should not be considered an all-inclusive listing. Employees may be asked to perform other duties as needed to ensure the smooth functioning of Council operations. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. All employees of Girl Scouts Carolinas Peaks to Piedmont are employees "at will."

ABOUT OUR COUNCIL:

We are an Equal Opportunity Employer and a drug-free workplace.

We have office locations in Asheville, Gastonia, Hickory and Greensboro, NC and camp facilities in Brevard, Lenoir and Sophia, NC. All of our properties are tobacco-free.

Girl Scouts Carolinas Peaks to Piedmont is committed to a work environment in which relationships are characterized by dignity, courtesy, respect and equitable treatment, and in which there are opportunities for participation, challenge, broadening experiences and advancement. The council is also committed to a work environment in which employees receive support, recognition and appreciation for jobs well done. Through the formulation and equitable administration of its personnel policies and practices, the council seeks to reflect this commitment.

[APPLY HERE](#)

Girl Scouts Carolinas Peaks to Piedmont has engaged Capital Development Services (CapDev) to conduct a search for this position. Candidates are required to submit a cover letter and a resume. All materials will be kept confidential. Application materials will be reviewed as received. Additional inquiries may be directed to search@capdev.com.