

Job Title:	Job Family:	Division Name:
Program Director	XX	Choose an item.
Direct Report Leader's Title:		Job Level:
Chief Development Officer or Hospital Leadership		P3 (Senior)

Job Description

Job Summary: The Program Director is responsible for leading and executing fundraising campaigns, partner activations, and mission-driven events that advance Children's Miracle Network's philanthropic goals. This role builds and stewards relationships with national and local partners, donors, and community stakeholders to increase awareness and financial support. The Program Director provides strategic oversight, manages budgets and reporting, and ensures alignment with organizational values and brand standards. The position also leads staff and volunteers, fostering collaboration and operational excellence across programs and initiatives.

Core Duties

- Lead and manage fundraising campaigns and donor relations.** Direct the planning, execution, and evaluation of fundraising efforts including national partner campaigns, local events, and annual giving initiatives. Build and sustain relationships with donors, sponsors, and corporate partners to increase philanthropic support and community engagement.
- Develop and implement strategic program plans.** Design and manage annual plans for campaign execution, donor stewardship, partner engagement, and communications, ensuring alignment with organizational goals and brand standards. Collaborate with cross-functional teams to support strategic fundraising growth and donor retention.
- Plan and execute mission-driven events.** Oversee the development, coordination, and execution of fundraising events and partner activations. Ensure events are well-branded, strategically aligned, financially sound, and provide meaningful experiences for donors, partners, and the community.
- Oversee financial tracking, reporting, and compliance.** Ensure accurate recording of financial transactions related to fundraising activities, generate required reports for internal and national stakeholders, and maintain data integrity within CRM systems and fundraising databases.
- Supervise and support staff, volunteers, and community stakeholders.** Provide leadership, coaching, and operational oversight to staff and volunteers involved in fundraising programs. Serve as a liaison to hospital departments, champion families, and other key constituents to support storytelling and campaign integration.
- Promote mission awareness through events and marketing efforts.** Lead or contribute to the design, promotion, and delivery of campaigns, events, and media opportunities that build public awareness and visibility for the organization's mission. Serve as a representative at meetings, conferences, and community events.

Additional Duties

- Support the development of marketing and promotional materials.** Coordinate with marketing and communications teams to produce campaign collateral, including digital assets, storytelling content, and presentations that align with brand guidelines and resonate with donor audiences.
- Facilitate patient family and hospital engagement.** Serve as a connector between fundraising efforts and hospital departments or champion families by coordinating hospital tours, collecting impact stories, and integrating patient experiences into donor-facing activities.

3. **Attend and present at internal and external meetings and conferences.** Actively participate in internal team meetings, cross-market collaborations, and Children's Miracle Network Hospitals (CMNH) calls and conferences. Represent the organization as a speaker or facilitator when requested.
4. **Conduct data entry and manage constituent records.** Maintain accurate and timely donor, partner, and campaign data in CRM systems. Support data hygiene efforts and ensure compliance with reporting requirements from CMNH and other stakeholders.
5. **Respond to partner needs and manage campaign logistics.** Coordinate logistics for campaign activations, including store visits, signage distribution, thank-you activities, and real-time troubleshooting. Act as a responsive point of contact to ensure a high-quality partner experience.
6. **Provide general administrative and operational support.** Assist with scheduling, calendar management, travel arrangements, supply procurement, and other administrative tasks that support the execution of fundraising programs and events.
7. **Monitor and support budget adherence.** Assist in tracking campaign expenditures, processing invoices and reimbursements, and contributing to budget development and monitoring throughout the fiscal year.
8. **Collaborate on innovation and process improvement initiatives.** Contribute to brainstorming and piloting new strategies for donor engagement, campaign efficiency, or internal workflows that enhance impact and effectiveness.

Job Qualifications

Minimum Qualifications

Education: Bachelor's Degree in Marketing, Communication, Non-Profit Management or related field

Experience: 2-4 years' experience in fundraising efforts

Values: We are deeply committed to upholding our core values of Integrity, Courage, Collaboration, Accountability, and Excellence. These values guide everything we do, from how we support our employees and partners to how we interact with our communities. Joining our team means embracing these values and contributing to a brighter future for children everywhere.

Competencies

1. **Plans and Aligns:** Plans and prioritizes work to meet commitments aligned with organizational goals.
2. **Drives Results:** Consistently achieves results, even under tough circumstances.
3. **Communicates Effectively:** Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences.
4. **Decision Quality:** Makes good and timely decisions that keep the organization moving forward.
5. **Cultivates Innovation:** Creates new and better ways for the organization to be successful.
6. **Ensures Accountability:** Holds self and others accountable to meet commitments.
7. **Business Insight:** Applies knowledge of business and the marketplace to advance the organization's goals.

Additional Information:

Departments within scope of responsibility:

Directly supervises 0 employees.

FLSA Classification: Exempt

Eligible for Remote Work: In-office only

Location(s): Varied

Travel Requirements: Local travel required			
Salary Range: \$85,900 - \$128,900 (midpoint of \$107,400)			
Benefits Summary: XXX			
Last Updated:	8/12/2025	Last Updated by:	Rick Jackson, VPHR

Tools and Technology Requirements			
Equipment	Software Licenses and shared folders	Email and Slack Channels	Other
Laptop, Dell vs Apple	Salesforce		
Webcam	Zoom		
Mouse	Adobe Pro		
Monitor (remote)	Blackbaud		
	Canva/MS PowerPoint		