

Job Title: Senior Director of Development – Philadelphia

Reports To: Vice President of Development

Manages: Senior Director of Development Operations and Development Associate of Philadelphia

****PLEASE APPLY TO THE ROLE VIA THIS LINK: [Senior Director of Development – Philadelphia](#)** . All applications via third party websites will not be accepted and must be submitted via the above link. Thank you for your understanding!**

Position Summary

The Senior Director of Development of Philadelphia is a senior fundraising leader responsible for advancing philanthropic growth and revenue across the Philadelphia region for Make-A-Wish Philadelphia, Delaware & Susquehanna Valley. This role joins the chapter at a pivotal and exciting moment as the organization prepares to celebrate its 40th anniversary and deepen its presence and impact in Philadelphia.

The Senior Director will play a critical role in shaping anniversary-related fundraising efforts, including the launch of a new inaugural signature event that will serve as a cornerstone of the chapter's long-term Philadelphia fundraising strategy. Reporting to the Vice President of Development, this role is responsible for developing and executing short- and long-term fundraising strategies, strengthening donor and volunteer engagement, and driving sustainable revenue growth in support of the chapter's mission.

This position directly manages two key fundraising positions who also focus on the Greater Philadelphia region; the Senior Director of Development Operations who manages a portfolio of foundations, third party partners and a Development Associate of Philadelphia who is focused on student fundraising and peer to peer fundraising initiatives.

Key Responsibilities

Philadelphia Fundraising Strategy & Signature Event Leadership

- Lead the strategy, development, and launch of a new inaugural signature fundraising event in Philadelphia in celebration of the chapter's 40th anniversary, establishing it as a cornerstone of the chapter's long-term fundraising strategy.
- Develop and implement comprehensive fundraising strategies for the Philadelphia region aligned with chapter-wide goals and priorities.
- Collaborate with the Vice President of Development to establish annual fundraising goals across revenue streams and ensure accountability for results.
- Recruit, engage, and steward high-level volunteer leaders and honoree(s) to support fundraising committees, drive corporate sponsorships, and advance individual giving.

- Launch and oversee vendor campaigns within the event and committee structure.
- Drive additional fundraising opportunities, including external events, stewardship and cultivation experiences, giving programs, point-of-sale initiatives, and employee fundraising efforts.
- Provide strategic oversight for all Philadelphia-based fundraising initiatives, including signature and third-party events, corporate partnerships, individual giving, and community fundraising.
- Oversee all aspects of event planning and execution, including budgeting, sponsorship strategy, volunteer leadership, implementation, and post-event evaluation.
- Partner closely with the Marketing & Communications team to ensure exceptional execution aligned with the chapter's brand, mission, and donor experience standards.

Donor, Corporate & Volunteer Engagement

- Cultivate, steward, and solicit a portfolio of high-level individual donors, corporate partners, and community leaders.
- Identify, qualify, and cultivate prospective donors for individual and corporate gifts.
- Lead one-on-one donor engagement by clearly communicating the chapter's vision, actively listening, and identifying meaningful engagement opportunities.
- Manage all stages of the gift cycle, including cultivation, solicitation, closure, and ongoing stewardship.
- Mobilize volunteers and supporters to deepen engagement and connection to the mission.

Team Leadership & Management

- Directly manage, coach, and mentor two Philadelphia focused fundraising roles – Senior Director of Development Operations and Development Associate of Philadelphia - responsible for a combined fundraising budget of approximately \$2M, ensuring alignment with chapter-wide priorities and performance expectations.
- Set clear goals, success metrics, and accountability structures that drive strong fundraising results, operational excellence, and continuous professional growth.
- Develop and support individualized professional development plans, building bench strength and supporting succession planning within the development team.
- Foster a collaborative, inclusive, and mission-driven team culture that encourages innovation, cross-functional partnership, and shared ownership of outcomes.

Collaboration & Cross-Functional Partnership

- Work closely with Marketing & Communications and Mission Delivery teams to ensure alignment, consistency, and impact.
- Leverage data, reporting, and donor insights to inform strategy and decision-making.
- Maintain fluency and oversight across Make-A-Wish fundraising systems, including Salesforce and event management platforms, ensuring accurate portfolio management and data-informed decision-making.

Qualifications

Required Skills, Knowledge, and Abilities

- Bachelor's degree in a related field.
- 8+ years of progressive fundraising experience, including leadership responsibility.
- Knowledge of the Philadelphia corporate and philanthropic landscape.
- Proven success managing teams and leading complex fundraising initiatives.
- Strong background in event fundraising, corporate sponsorships, and donor engagement.
- Demonstrated ability to build and steward meaningful donor relationships.
- Strategic thinker with strong execution, communication, and relationship-building skills.
- Ability to work evenings and weekends as needed for events.
- Ability and transportation to travel within the assigned territory (Philadelphia, Delaware, and Susquehanna Valley).
- Ability to lift up to 40 pounds and stand or move for extended periods during events.
- Passion for the Make-A-Wish mission and commitment to advancing outcomes for children and families.

Preferred Skills, Knowledge, and Abilities

- Experience launching new fundraising events or initiatives.
- Experience working with boards and senior level volunteers.

Equal Opportunity Statement

Make-A-Wish is an equal opportunity employer committed to fostering an inclusive and diverse workplace. We do not discriminate based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other protected characteristic as defined by applicable law. We are dedicated to providing a fair and supportive work environment where all individuals are valued, respected, and empowered to contribute to our shared success. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.