

**THE STATE FAIR OF WEST VIRGINIA, INC.**  
**JOB DESCRIPTION**  
**Director of Development**

**BASIC FUNCTION**

The Director of Development, working under the direction and supervision of the Chief Executive Officer (CEO), is responsible for planning, organizing, and implementing a comprehensive development program to support the mission, growth, and long-term sustainability of the State Fair of West Virginia (SFWV). This position leads all fundraising, sponsorship, donor relations, grant management, and fundraising events for the organization. The Director of Development cultivates strong relationships with individuals, corporations, foundations, and community partners to increase financial support and strengthen the Fair's statewide impact.

As a key member of the leadership team, the Director works collaboratively with the CEO, Board of Directors, staff, volunteers, and external partners to advance strategic development goals and ensure that all fundraising and sponsorship efforts align with the Fair's vision and values. In addition, the Director of Development participates in a wide range of activities and responsibilities as part of the broader SFWV team and contributes to the successful execution of the State Fair and its year-round operations.

**AREAS OF RESPONSIBILITIES**

**Fundraising & Development**

- Develop and execute an annual fundraising plan with goals for individual giving, corporate support, annual appeals, special events, and grant funding.
- Identify, cultivate, solicit, and steward donors at all levels to grow financial support and long-term relationships.
- Expand the Fair's donor base through targeted outreach, community engagement, and cultivation strategies.
- Manage donor recognition programs to ensure meaningful acknowledgment and ongoing engagement.

**Corporate Sponsorships**

- Lead the development, negotiation, and management of corporate sponsorship packages for the annual State Fair and year-round events.
- Maintain and grow relationships with existing sponsors while identifying and securing new corporate partners.
- Collaborate with internal teams to ensure fulfillment of sponsor benefits and brand visibility.

**Grant Management**

- Research, identify, and pursue grant opportunities that align with the State Fair's priorities and programs.
- Prepare and submit grant applications, track reporting requirements, and maintain compliance with all funding guidelines.

**Special Events & Fundraising Activities**

- Plan and execute development-related events, including donor receptions, fundraising activities, and community engagement programs.
- Collaborate with the events team to integrate fundraising components into major Fair events where appropriate.

**Marketing, Communications & Donor Outreach**

- Work closely with the marketing and communications team to develop fundraising materials, sponsorship packages, donor communications, and public-facing announcements.
- Ensure messaging aligns with fundraising strategies and enhances the visibility of the State Fair's mission and impact.

### **Budget, Reporting & Administration**

- Develop and manage the annual development budget.
- Maintain accurate records of donor and sponsorship activity using appropriate fundraising software or databases.
- Report regularly to the CEO and Board of Directors on fundraising progress, trends, and strategies.

### **Community & Stakeholder Engagement**

- May represent the CEO and State Fair of West Virginia in the community and at events, meetings, and outreach activities.
- Build and maintain strong relationships with civic leaders, businesses, foundations, members, agricultural partners, and other key supporters.

### **QUALIFICATIONS**

- Bachelor's degree in business, communications, nonprofit management, marketing, or a related field; advanced degree or professional fundraising certification (CFRE) preferred.
- Minimum of three to five years of demonstrated success in fundraising, development, sponsorship sales, or related experience.
- Proven ability to cultivate, solicit, and steward donors, corporate partners, and stakeholders.
- Strong written and verbal communication skills, including the ability to prepare compelling proposals and presentations.
- Experience developing and managing budgets and financial reports.
- Ability to establish and maintain effective working relationships with diverse stakeholders, including donors, sponsors, volunteers, board members, governmental representatives, and fairgoers.
- Knowledge of nonprofit fundraising principles, grant writing, sponsorship development, and donor management systems.
- Highly organized, self-motivated, and capable of managing multiple projects simultaneously.
- Ability to work extended hours during peak seasons, including the annual State Fair and other major events.
- Commitment to the mission, traditions, and values of the State Fair of West Virginia.

### **TERM OF EMPLOYMENT:** 12 months

Work Week: 7 days with payroll running Wednesday through the next Tuesday night. Must be available to work flexible hours including, but not limited to, early mornings, late evenings, weekends and holidays.

**Classification:** Exempt

**Pay Range:** Competitive Salary with Consideration given to both education and/or work experience.

Benefit Package including health insurance, life insurance, dental/vision and 401(K) after one year; Paid Vacation, Paid Holidays, Sick Leave

**Interested applicants should email Cover Letter and Resume to:  
Kelly Collins, SFWV CEO at [kellyt@statefairfww.com](mailto:kellyt@statefairfww.com)**

State Fair of West Virginia is an Equal Opportunity Employer.