PRO BONO COUNSELING

Your Mental Health Connection

POSITION DESCRIPTION

Development Manager

Reports to	Executive Director
Status	Full-time, exempt
Location	Maryland-based strongly preferred; hybrid acceptable
Salary	$70,000–$80,000, commensurate with experience
Benefits	70% employer-paid health insurance, 3% 401(k) contribution, two weeks paid vacation, and additional benefits as described in the Employee Handbook

About Pro Bono Counseling

Pro Bono Counseling removes barriers and provides relief by connecting Marylanders to mental health support. Founded in 1991 by a coalition of clinicians, PBC connects uninsured and underinsured, low-income Marylanders with qualified mental health professionals who provide care on a volunteer basis. We have helped more than 45,000 individuals and families obtain care they could not otherwise afford.

Our network of more than 600 volunteer clinicians provides more than 12,000 hours of pro bono service each year across our three core services: Counseling Services, the WARMLine, and Clinician Education & Support. All services are free to clients and funded entirely through grants and individual donations.

The Opportunity

PBC is celebrating its 35th anniversary year with a rebuilt program model and a clear mandate to diversify its funding base. Today, roughly 90% of revenue comes from government and private grants, and the Executive Director has personally carried that portfolio. The Development Manager will own the grants function, help build donor data and systems, develop an individual giving program, and support the 35th anniversary campaign to fund an operating reserve and organizational modernization.

This is a hands-on, building role for someone equally comfortable drafting a government grant report and executing an individual giving campaign — and who wants to help a mission-driven organization grow its independence and reach.

Key Responsibilities

Grant Writing & Management

- Manage the grants portfolio in partnership with the Executive Director, including government and private foundation funders, from prospecting through application, award, reporting, and renewal.
- Maintain a master grants calendar tracking deadlines, letters of intent, report due dates, renewal window, award amount, funder contact, and compliance requirements.
- Draft government and foundation grant applications and reports, coordinating with program and clinical staff to gather accurate outcome data.
- Build and maintain reusable narrative and budget templates and an organized funder file structure.

Individual Giving & Donor Relations

- Manage an annual giving program, including a calendar of appeals, a donor journey from first gift through renewal and upgrade, and stewardship touchpoints at each level.
- Grow and reinvigorate a monthly sustainer program.

- Cultivate relationships with individual donors, including PBC's 600+ volunteer clinicians, one of the organization's most qualified prospect pools.
- Develop donor communications and acknowledgment processes that support retention and lifetime giving.

Systems & Reporting

- Maintain donor and grant data in PBC's CRM (Salesforce Nonprofit Success Pack), ensuring accurate records, gift tracking, and reporting.
- Track and report on fundraising metrics, including donor count, retention rate, average gift, and campaign progress, in partnership with the Executive Director and Board.

Qualifications

Required

- Previous experience writing and managing both government and private foundation grants.
- Demonstrated experience running individual giving campaigns and donor cultivation.
- Excellent writing, editing, and proofreading skills.
- Ability to work independently and collaboratively with the Executive Director and Board of Directors.
- A creative, agile approach to problem-solving in a small, fast-moving nonprofit environment.

Preferred

- Knowledge of Maryland's philanthropic landscape, including state agencies, private foundations, and corporate funders.
- Experience with Salesforce or a comparable donor CRM.

Compensation & Benefits

- Salary range: $70,000–$80,000, commensurate with experience.
- Health insurance, with PBC covering 70% of premium costs.
- 401(k) with a 3% employer contribution.
- Two weeks of paid vacation.
- Additional benefits as described in PBC's Employee Handbook.

To Apply

Please submit a resume and cover letter describing your interest in and qualifications for this role. Interviews will be on a rolling basis until the position is filled. Pro Bono Counseling is an equal opportunity employer and welcomes candidates from all backgrounds who share our commitment to expanding access to mental health care across Maryland. info@probonocounseling.org