

CHILDREN FIRST/COMMUNITIES IN SCHOOLS

Job Description

Position Title: Director of Development and Marketing
Program: Administration
Classification/Time: Full-time, exempt
Hours: 37.5 per week, some nights and weekends required
Reports To: Executive Director
Salary: mid \$30,000's
Office Location: Family Resource Center at Emma
Benefits: Full

Overall Responsibility

The Director of Development and Marketing is responsible for planning, execution, and evaluation of fundraising and marketing for the organization. The Director of Development and Marketing plans, coordinates, and ensures implementation of strategies to develop donors and contributions to support the organization. The Director of Development and Marketing will provide vision, leadership, and experience to plan and execute a variety of fundraising and activities to enhance and support the overall mission of the organization, and to ensure that ample unrestricted and program funds are generated (a minimum of \$650,000). This position works closely with the Executive Director, the Board of Directors and Fundraising Volunteers.

Key Areas of Responsibility

Development

- Ensure that philanthropy and fund development are carried out in keeping with the organization's values, mission, vision and strategic and fundraising plans.
- Create a long-range development plan and take the lead in implementing key aspects of this plan.
- Develop an annual development plan to include fund development activities and develop cultivation and stewardship techniques (should include direct mail, events, major gifts, personal visit, foundations, other grantors, corporations, etc) to carry out the plan.
- Identify potential supporters by conducting research and maintaining research records on gift potential of foundations, corporations, and individuals.
- Develop a balanced funding mix of donor sources and solicitation programs tailored to the needs of the organization that will enable it to attract, retain and motivate donors and fundraising volunteers.
- Establish performance measures, monitor results and help the executive director, development committee and board evaluate the effectiveness of the organization's fund development program.
- Identify, cultivate, recruit, and develop fundraising volunteers and leadership. Train, place, coordinate and supervise fundraising volunteers.
- Work with the Executive Director, development and special events committee chairs and chair of the board to ensure fulfillment of fund development roles and facilitate the optimum interaction between management and volunteers.
- Adhere to the Association of Fundraising Professionals' Ethical Guidelines.
- Keep informed of current philanthropic giving trends and techniques.
- Serve as an ambassador of the organization.

Communications and Marketing

- Coordinate all communications, marketing and fund development activities in order to raise awareness of the organization's mission and to increase sources and levels of funding
- Establish and implement an annual communications/marketing plan with defined goals, strategies, and evaluation mechanisms
- Develop and implement web-based and social media communications/marketing strategies and initiatives, including ongoing enhancement of the agency's website and email newsletter.
- Establish and maintain protocols and procedures for the development and use of communications/marketing materials and initiatives. Serves as the "marketing hub" for the agency and ensures that program/service-specific materials and messages are consistent with the agency's brand and approach.
- Work collaboratively with agency leaders to develop communications/marketing materials and strategies which promote specific programs and services and which Increase client participation.
- Develop creative and effective print and electronic marketing/public awareness materials that utilize personalized stories and testimonials, as well as engaging images.
- Serve as the primary contact person for local media outlets to ensure appropriate and timely placement of communications/marketing information.
- Develop plans for a successful annual signature fundraising event. Coordinates and guides implementation of all logistics for these events, including follow-up activities to secure continued sponsor and participant interest.
- Develop and utilize data collection and reporting mechanisms to capture and evaluate communications/marketing outputs/outcomes. This includes applicable surveys and market research.

The Director of Development and Marketing should have these basic capabilities to succeed at work:

- A deep commitment to a mission of "empowering children and their families to meet their full potential through advocacy, education and programs and surround students with a community of support, empowering them to stay in school and achieve in life
- A bachelor's degree in Public Administration, Communications, Marketing, or equivalent.
- At least 3-5 years professional experience in fund raising – especially in regards to grant writing and donor cultivation.
- Outstanding writing, editing and communications skills, with the ability to compose and edit a range of correspondence and written material with minimal direction and with attention to detail.
- Strong computer skills including internet search tools and Familiarity with desktop publishing software and website design/maintenance skills
- Excellent interpersonal skills with an ability to work effectively with the Board of Directors, key volunteers, members of the community and fellow staff.
- Experience working independently and collaboratively.
- Creative, strategic thinker with excellent organizational skills, ability to track deadlines. and balance competing, changing priorities.
- Available to work occasional evenings and weekends.