

Job Profile - Director of Development / Marketing

Job Purpose

The Director of Development/Marketing creates and oversees the implementation of a strategic approach to fundraising. The position will also be responsible for creating and overseeing the marketing efforts for the organization.

Primary Duties and Responsibilities (Full or part-time, reporting to the Executive Director):

Director of Development/Marketing will perform some or all the following duties:

Development

- Collaborate with the Board of Directors and Executive Director to create a development plan which increases revenues to support the strategic direction of the organization.
- Develop and manage timelines for all fundraising activities to ensure strategic plans and critical fundraising processes are carried out in a timely manner.
- Identify and develop corporate, community and individual prospects for the organization's fundraising priorities and pursue top prospects.
- Prepare and submit foundation and other private grant applications to generate funds for the organization.
- Oversee the planning and execution of special fundraising events as specified in the fund development plan to generate funds for the organization.
- Oversee the administration of a donor mailing list and database which respects the privacy and confidentiality of donor information.
- Prepare regular reports on progress, budgets, receipts and expenditures related to fundraising and the management of the fund development activities.

Marketing

- Coordinate with the Executive Director to develop a marketing strategy, including delivery through print, online, and social media. Research, recommend and implement new promotional strategies, including branding, and to ensure the brand is being represented appropriately in every context.
- Develop and maintain content for direct marketing, including working with the outreach coordinator and other staff to develop and maintain content for direct email, e-newsletters, Facebook, Twitter GiveMN Site and Family Voices Website, including monitoring traffic on social media and websites.
- Write/revise press materials; assist in the maintenance/growth of Family Voices of MN's media contacts list. Serve as media liaison for press inquiries.
- Monitor expenses and analyze budget reports on marketing activities and recommend changes as necessary.

Qualifications

Education

- College degree desirable

Experience

- 3 to 5 years of fund-raising experience
- At least 2-year experience in marketing

Knowledge, skills and abilities

- Knowledge of special events planning and management
- Knowledge of marketing and communications for non-profits
- Knowledge of social media as means for development and marketing activities
- Proficient with fund raising and marketing software, data bases, spreadsheets and social media
- Knowledge of children and youth with special healthcare needs desirable

Personal characteristics

The Director of Development /Marketing should demonstrate competence in some or all the following:

- Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- Communicate effectively through thorough and timely manner using appropriate and effective communication tools and techniques.
- Positively influence others to achieve results that are in the best interest of the organization.
- Make decisions by determining the importance, urgency and risks, and develop a work schedule, monitor progress towards goals.
- Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results.
- Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.

Working Conditions

- Work mostly from personal office/home
- Usually works during standard work hours
- May be required to work evenings and weekends during major campaigns and special events