

Director of Development and Marketing Job Description

Reports to: Executive Director

Department: Care Fund

EEO Class: 2

Status: Full-time

FLSA Status: Exempt

Approved by: Human Resources

Pay Grade: TBD

Date updated: February 27, 2018

Background: Learn by doing good! Join an entrepreneurial team seeking to grow a statewide non-profit to a national organization serving children and families. Bill Rogers, CEO of Homeowners Financial Group, Co-Founder of Care Fund and ASU graduate said, “No family should have to choose between paying their mortgage or caring for their ill child.” In five years, Care Fund has helped more than 500 families stay in their homes and bedside by their child, granting more than \$1.2 million in mortgage and rent payments. We can do more - with your help!

Position Summary: The Director of Development and Marketing (DDM) will spearhead brand identity, development, and marketing efforts as the Care Fund continues to grow. This is a new full-time position, and the DDM will have the opportunity to build the development and marketing functions. This position will report to and develop a partnership with the Executive Director.

Essential Duties:

- Embrace the mission, vision, and values of the Care Fund
- Oversee development of Care Fund brand identity
- Develop and implement a Marketing Plan that increases awareness of Care Fund among key stakeholder audiences through a broad range of modalities, including printed materials, the Internet, and social media
- Develop and implement a Fund Development Plan to increase revenues from individual and corporate donations, including transactional giving, foundation grants, and events organized by Care Fund and third parties
- Develop and implement strategies to engage the homeownership industry in the Care Fund mission and vision
- Develop and maintain ongoing relationships with major donors, including regional Chair’s Councils in Greater Phoenix and Tucson
- Create, maintain, and monitor compliance with a brand standards manual to ensure that all communications (verbal, print, electronic, and social media) are consistent, compelling, and aligned with Care Fund’s values, mission, and vision
- Produce print and electronic collateral materials to support Fund Development and Marketing Plan activities
- Provide direction and support to assist the Fund Development Committee in carrying out the Committee’s responsibilities and tasks
- Assist the Executive Director in developing case statements to support fund development, marketing, and grant applications
- Oversee the gift receipt and acknowledgement process according to best practice, and report on segmented giving activity
- Develop, manage, and evaluate fundraising events and campaigns
- Represent Care Fund in the community with a high level of enthusiasm, professionalism, and integrity

- This position will require the individual to drive their own vehicle to meetings, appointments, and events
- Maintains a professional image and demonstrates an understanding of and follows all Policies and Procedures
- Other duties as assigned

Qualifications:

- Bachelor’s degree, required in in Marketing, Communications, Business Administration, Journalism, Community Development, Nonprofit Management or related field
- Three years of fund development and/or marketing work experience
- Certified Fund Raising Executive (CFRE) credential a plus
- Experience and success in nonprofit fund development, marketing, and grant writing
- Knowledge of marketing principles, brand identity, and building brand awareness
- Experience managing and executing communications across multiple media
- Strong written and verbal communication skills
- Strong proofreading and editing skills
- Technological aptitude and willingness to quickly develop expertise with new software as needed
- Experience with Microsoft Office Suite and either experience or the ability to become proficient with Blackbaud NXT
- Ability to organize and execute day-to-day tasks, work independently, and assume additional responsibilities as needed
- Ability to prioritize and follow through effectively
- Positive attitude and willingness to learn
- Provides strong customer service to internal and external customers
- Ability to develop positive relationships
- Must have a valid Driver’s license
- Must be willing to travel in Arizona and potentially nationwide to meet with stakeholders and potential donors and attend events
- Independent, self-starting, team player with a positive attitude

Working Conditions:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. This job may require handling objects up to 10 pounds frequently and 25 pounds occasionally. While performing the duties described herein, the employee is regularly required to sit; use hands and fingers to handle or feel in addition to talking and hearing. The employee is frequently required to stand and walk. The noise level in the work environment is usually moderate. Office environment is normally climate-controlled.

Employee’s signature below constitutes employees understanding of the requirements, essentials functions, and duties of the position.

Employee Name: _____

Employee Signature: _____ Date: _____

Management has the right to revise this job description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time, for any reason. This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. May perform other duties as assigned.