

Job Title:	Development and Marketing Director
Department:	Fundraising
Supervisor:	Executive Director
Supervises:	Development and Marketing Coordinator
FLSA Status (Exempt or Non-exempt):	Exempt

Position Summary:

The role of the Development and Marketing Director is to oversee all fundraising initiatives of the organization. (S)he is directly responsible for the development and implementation of the annual giving plan, including cultivating and maintaining relationships with new and existing donors, developing and building a major gifts program, cultivating corporate sponsorships, researching and writing grant proposals, and marketing. The Development and Marketing Director is responsible for managing the organization's annual luncheon and Annual Fund Drive, as well as other donor-focused events. As a member of the leadership team, (s)he guides strategic planning and budgeting initiatives relevant to fundraising and grants. Additionally, (s)he develops and implements marketing and communications plans and strategies.

Essential Functions:

- Manage the annual luncheon, including but not limited to organizing and leading the planning committee, project plan development, budget development and management, and solicitation of sponsorships and gifts in kind.
- Responsible for the development of a Major Gifts Program, including research, identification of potential donors, developing the case for giving, and developing and maintaining relationships.
- Oversee the grants program, including research into local and national grant opportunities, proposal development, submission and reporting.
- Research and develop funding proposals for charitable foundations, corporate charitable funds, service clubs, and other similar funds.
- Develop strategies for donor cultivation, communications, and stewardship and engage current, lapsed and prospective donors.
- Develop a planned giving program, to include charitable gift annuities and bequests.
- Work collaboratively with the Executive Director to execute an annual giving campaign, providing fundraising training to support board and staff members in cultivating prospective donors within their spheres of influence, as well as adding to and broadening the organization's funding sources.
- Develop and implement marketing and communications plans and strategies, including public relations, media relations, digital communications, and key messaging of the organization.
- Develop and execute the organization's marketing and communications strategy, including media outreach, social media content, website management, and printed communications.
- Responsible for the supervision and management of the fundraising database, DonorPerfect, ensuring the timely distribution of tax receipts.
- Compile and distribute the organization's Annual Report.
- Remain current on ethical practices pertaining to fundraising.
- Serve as the staff liaison for the Board's Development Committee.
- Direct, plan and coordinate the work of the fundraising staff, including supervision and evaluation, training, and team building.
- Organize and attend departmental meetings to maintain effective communication.

Non-Essential Functions:

- o Serve as the direct contact for all media inquiries and liaison to PR and marketing partners.
- o Responsible for development, management and meeting the goals of the annual department budget.
- o Must be able to foster an environment of teamwork within the development department.
- o Exemplify leadership qualities as part of the organization's management team.
- o Maintain current gift acceptance policies and procedures.
- o Maintain a database of all donors and prospective donors and community liaisons.
- o Create and present monthly reports for the Executive Director.
- o Other duties as required.

Required Education/Training and Experience:

- Bachelor of Arts or Bachelor of Science, preferably in business, marketing, communications, journalism, or related field.
- 5+ years related work experience in development and fundraising.
- CFRE certification a plus
- Print and digital marketing experience.
- Experience in managing and supervising support staff.
- Knowledge of the Tampa Bay community.
- Working knowledge of DonorPerfect, Microsoft Excel, PowerPoint, and Word.
- Knowledge of Adobe Creative Suite a plus.
- Outstanding interpersonal/communication skills.
- Superb accuracy and attention to detail.
- High energy, caring, self-starter, innovative and high level of flexibility.
- Skilled at identifying, developing and utilizing community services and resources.

Other Requirements:

- This position will require up to 25% travel.
- Must possess a Valid State Driver's License with a good driving record and access to a fully insured automobile.
- Successfully pass a pre-hire background screening, education verification, and drug testing evaluation.