

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

Position Summary:

The role of the Director of Development & Marketing is to cultivate, solicit and steward financial support for the organization with a primary focus in the areas of annual giving, major gifts and corporate sponsorships. Manage and supervise a team of development professionals to ensure a strategic approach towards the diversification of revenue generation.

Essential Functions:

- Work collaboratively with the Executive Director to work with the Board of Directors on conducting an annual board giving campaign, provide ongoing fundraising training and manage prospective donors within their sphere of influence.
- Develop strategies for donor cultivation, communications, and stewardship in collaboration with volunteers that include engaging current, lapsed and prospective donors/volunteers.
- Manage annual giving, major gifts, and corporate sponsorships.
- Oversee the grants program including research, proposal development, submission and reporting.
- Serve as the staff liaison for the special event and Development Committee.
- Develop a planned giving program to increase the agency’s assets. This includes cultivating prospects for charitable gift annuities and bequests and managing the activities of a planned giving committee.
- Develops and executes annual organization and programming marketing and communications strategy.

Non-Essential Functions:

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

Required Education/Training and Experience:

- Bachelors of Art or Bachelors of Science, preferably in marketing, communications, or journalism or related field.
- 5 years related work experience in development and fund raising, CFRE desired.
- Experience in managing and supervising support staff.
- Knowledge of the Tampa Bay Community



Frameworks

- Working knowledge of Donor Perfect, Microsoft Excel, Power Point, 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 with access to a fully insured automobile.
- Successfully pass a pre-hire background screening, education verification and drug testing evaluation.