

CHILDREN OF THE IMMACULATE HEART

JOB DESCRIPTION

TITLE: Development and Marketing Director

SUMMARY

The Development and Marketing Director is responsible for the creation and management of a comprehensive and diversified fund development, public relations program and marketing.

Key Performance Indicators

- Sufficient funds on hand to cover monthly operating costs.
- Quarterly and annual fundraising goals met.
- Personal contact made with all major donors at least annually.
- Electronic and mail marketing publication deadlines met.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Principal accountabilities shall include but not be limited to:

- 1) Fund Development: The focus of fund development will include the identification of all potential sources of giving with expected returns, the planning and utilization of staff and volunteers necessary to achieve fund raising goals, and the cultivation and appropriate acknowledgement of donors.
 - a) *Annual Giving.* Create an increasing donor base by providing specific direct mail opportunities. Supervise the timing and preparation of effective letter campaigns.
 - b) *Prospect Appeal.* Conduct an annual prospect letter of appeal specifically designed to reach a new segment of the population not currently supporting Children of the Immaculate Heart.
 - c) *Special Events.* In conjunction with the Board's Fundraising Events Committee, review and recommend all special events to be utilized by the organization. Utilize staff and volunteers, as needed, to assist with special events. Provide appropriate recognition for individuals or groups who conduct or sponsor events. Complete a post event evaluation of the cost / returns for all events along with the chair of the Fundraising Events Committee.
 - d) *Corporate Giving.* Establish a corporate giving plan and utilize volunteers, executive staff and board members to assist in gift solicitation. Track corporate interests and giving cycles to determine timing and the focus of gift requests.
 - e) *Planned Giving.* Design and market planned giving opportunities to CIH supporters. Cultivate relationships with local estate planners, tax practitioners, stock brokers, and certified planners to identify potential prospects. Maintain an ongoing relationship with any current planned gift donors.
 - f) *Grant Writing.* Assist program managers in identifying appropriate contacts for program development. Coordinate efforts with agency grant writers or representatives.

- g) *Memorial Giving.* Develop and administer a Memorial and Honor Gifts program. Assure that all aspects of the program are complete and implemented including marketing, gift posting/reporting, and acknowledgement via cards to donor and family.
 - h) *Individual Gifts Solicitation.* Provide leadership, training and encouragement to all Board Members in supporting CIH's giving programs. Work with the Board's Development Committee and utilize volunteers to identify and approach key donors or prospective donors in order to solicit financial support.
 - i) *Donor Recognition.* Oversee the appropriate acknowledgement and recognition of donors including thank you letters, lunches, etc. Identify and cultivate all donors of \$500 or more.
 - j) *Planning.* Design an annual, written fund development plan including staff, volunteers, objectives, and budget.
 - k) *Policies.* Design and revise, as needed, written policies that reflect the purpose and direction of CIH's fund development programs. Formal policies require the approval of the Board of Directors.
 - l) *Publications and Marketing.* The initial effort is to write a case statement for the organization. Identify and prepare necessary publications for donor solicitation, marketing, wills and bequest program, etc., including social media, newsletters, pamphlets, brochures, etc.
 - m) *Manage CRM/Donorview contact and donor information.* You will supervise the Development and Marketing staff to ensure timely and accurate gift posting, monthly and annual reports, donor records, mail merge functions, word processing, communications and miscellaneous directories and lists. You will use and extract the information to further fundraising goals, newsletters and ensure the information in Donorview is kept up to date.
 - n) *Professional Development.* Plans and coordinates appropriate training and skill development for all fund development.
- 2) **Public Relations:** The focus of public relations shall be the establishment of a publicity program, the design of program priorities, and the necessary evaluations of each program component.
- a) *Publicity Plan.* Oversee the development and implementation of an annual marketing plan to gain increased visibility for CIH in the community.
 - b) *Delegation.* Delegate specific duties to appropriate staff and monitor results.
 - c) *Budget.* As part of the fund development planning process, prepare preliminary budget estimates for annual public relations expenditures. Monitor actual monthly expenses against the budget.
 - d) *Agency Clients.* Maintain agency standards of confidentiality and personal dignity when involving children or families in special events, photo shoots or any interaction with the media.
- 3) **Administration.** The focus of administration shall be leadership. It is imperative to provide direction for the Department of Development and Marketing, utilizing staff skills to accomplish the overall fundraising objectives of the organization.

- a) *Supervision.* Provide supervision for Development and Marketing staff including the establishment of objectives and priorities, assuming and delegating duties, and monitoring and evaluating performance. Utilize CIH's management system as a key part of this process by holding a weekly meeting for development staff and meeting weekly with all direct reports. Hire and terminate staff as needed under the direction of the Executive Director.

- b) *Community Involvement.* Participate in appropriate civic or professional organizations as necessary.

PRINCIPAL INTERACTIONS

Principal relationships include: the CEO, Office Manager, Development and Marketing Associate, and assigned web masters.

QUALIFICATIONS

The Director of Corporate Advancement should:

- 1. Have at least a B.S. degree in business, marketing communications, journalism, or a related field. Demonstrated work experience in fund development can qualify in lieu of a specific college degree.
- 2. Have experience and knowledge of the principles of fund raising, marketing, and public relations.
- 3. Understand the role of Board members and volunteers in fund raising and be able to provide leadership and direction to the Board in soliciting gifts from the community.
- 4. Have excellent written and oral communication skills.
- 5. Be creative, outgoing, flexible, self-motivated, and demonstrate good organizational abilities. Must be able to handle multiple tasks.

AUTHORITY LEVEL

Executive Corporation Team

REPORTS TO

Chief Executive Officer