



## JOB DESCRIPTION

**JOB TITLE:** DIRECTOR OF DEVELOPMENT & MARKETING

**STATUS:** Full-Time

**Job: Code:** DM-1018

**Exempt Date:** 2022

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The Director of Development & Marketing is responsible for building a comprehensive marketing and development plan, collateral, digital media strategy, and managing the day-to-day marketing and communication needs of Imprints Cares. Key elements include: donor acquisition and fund-raising events; an annual giving program; major gifts from individuals; and corporate and foundation giving. This position will manage the planning and implementation of marketing and branding efforts and will contribute to grant writing and reporting. As a member of the Imprints Cares leadership team, this position will focus on raising funds and increasing brand awareness for programs that make a difference in the lives of young children and their families.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

#### **DEVELOPMENT:**

- Develop a comprehensive fundraising strategy.
- Charged with increasing annual giving, building relationships with existing and new corporate partners, implementing legacy giving, and deepening our engagement in the community.
- Working closely with the Imprints Cares Board of Directors, and donor support groups to ensure best practices are in place.
- Responsible for donor stewardship; managing gift entry and acknowledgement; database management; and donor research.
- Research new fundraising revenue sources including local, state, and national grant opportunities.
- Commitment to accountability, measuring outcomes, creating a results-oriented fundraising and communications culture.
- Manages volunteer program; recruits, trains, engages, and recognizes individual volunteers and groups. Provides on-site guidance for work groups and individuals, and volunteer led events.

#### **MARKETING:**

- Develop, implement, and evaluate marketing strategies across Imprints Cares multiple audiences.
- Oversees the Imprints Cares brand in all communications, including website, social media, electronic and print communications, Imprints Cares events, and the annual report to ensure branding continuity and message consistency.
- Lead Imprints Cares marketing strategy to drive engagement.
- Produce content that establishes Imprints Cares as a thought leader and extends its reach by driving awareness of our mission.

*The above list of duties is intended to describe the general nature and level of work performed by people assigned to this classification. It is not to be construed as an exhaustive list of duties performed by the people so classified, nor is it intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision.*

- Evaluate strategies for new marketing and outreach opportunities.
- Serve as a spokesperson for Imprints Cares and actively engage, cultivate, and manage media relationships.

**GENERAL:**

- Advocates the mission of Imprints Cares and represents the organization in a professional manner.
- Strong interpersonal communications skills.
- Team player but also adept at working independently, meeting job specific expectations and timelines.
- Adheres to Imprints Cares policy and procedures.

**MINIMUM QUALIFICATIONS:**

Bachelor's Degree in marketing, communications or related field; Master's degree preferred.

5 years' experience in development and/or direct marketing with experience in both digital marketing and nonprofit fundraising or programming.

Demonstrated ability to write and develop creative content which targets a variety of audiences.

Grant writing experience. Knowledge of and skills in writing succinctly with excellent grammar, spelling and proof-reading.

Able to work independently with strong time management skills; managing multiple conflicting and reporting deadlines.

Proficient in working with marketing and design software and donor database software.

Commitment to professional development, striving to maintain best practices in digital marketing and development management.

**REPORTING RELATIONSHIP:**

The Director of Development & Marketing will report directly to the Executive Director of Imprints Cares with a secondary reporting obligation to the Board of Directors.

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