

Job Description

MARKETING & DEVELOPMENT DIRECTOR

Reports to: Executive Director and Board

Status: Open

Job Summary

To support the Four Rivers Cultural Center mission and community impact priorities by:

Leading all resource development lines of business including Corporate Relations, Major Gifts, Memberships, Donor Relations, sponsorship, fundraising events while consistently maintaining superior donor relationships and increasing revenue.

Developing and implementing marketing and communication plans and strategies including public relations, media relations, online giving, digital communications, key messaging, storytelling and brand experience.

Developing and executing/overseeing programming and program strategies for the Cultural Center in alignment with the Four Rivers Cultural Center mission.

Drive Resources and Achieve Results

- Develop and maintain strategic partnerships with volunteers, community and business leaders, donors, and fund recipients to generate necessary resources
- Initiate new ways to generate revenue by building and expanding network of donors
- Identify strategies and opportunities to best engage volunteers, members, donors and marketing and development staff
- Connect marketing & development team to valuable role they play in creating community impact through successful workplace campaigns and encouraging year-round engagement
- Ambitious yet realistic in setting revenue goals and objectives and implement Resource Development long- and short- range plans that ensure long-term sustainability

- Develop and implement strategies, define annual operating plans, recognize and act on opportunities, able to shift gears and comfortably handle risk, recover from setbacks and overcome obstacles
- Develop and direct the implementation of FRCC programming for the benefit of the Cultural Center and community by leading the program calendar and execution of programming

Build Relationships and Inspire Sponsorships

- Convey energy, meaning and importance of Four Rivers Cultural Center mission and work
- Good at promoting idea or vision, able to read the audience, and persuade others to take action
- Meet donor needs by providing strategies and opportunities that raise revenue and other resources while building trust and benefiting both parties
- Focus on donor, actively listening to needs, interests and passions and connect to community work
- Recognize the power of effective stewardship and development and implement relationship plans for donors of all giving levels
- Cultivate and solicit contributions from prospective and current individual and corporate donors, and work with executive director to secure private grants
- Engage with donors year-round, recognizing impact of gift, communicating progress and results, inspiring involvement and ensuring quality experience
- Collect and record relevant donor and volunteer information to forge partnerships, increase engagement and sustain relationships
- Develop community relations and partnerships for successful programming

Effective, Engaging and Innovative Communication

- Present compelling case to catalyze interest, link donor aspirations to needs and secure support
- Distill complex information into a simple, clear message using examples, stories, and community information that are relevant and resonate with the donor, volunteer, and partners

- Write clearly and concisely, using multiple platforms to reach diverse audiences, effective public speaker and presenter
- Develop and implement a comprehensive year-round communication plan to keep supporters and partners informed and engaged
- Execute the development and implementation of social marketing, public and media relations, website content, communication/resource development materials and brand management
- Produce all in-house materials for marketing (news releases, newsletters, print ads, etc.) communication/resource development materials and brand management
- Establish media contacts; handle all requests for advertisements including design of ad and tracking of expenses
- Oversee all communication platforms (mailings lists, email lists, websites, social media pages, readerboard, ads, etc.)
- Diligent with appropriate follow-up and follow-through
- Execute the development and implementation of FRCC programming materials, messaging, and communications

Organizational Leadership

- Recognize organization-wide priorities and work cooperatively to support accomplishment with staff team and volunteer talent in development, programming, and marketing
- Skilled fundraiser balancing strategic and operational needs
- Value and leverage the power of external networks and relationships
- Conduct, analyze and interpret internal and external research to support planning and development of organizational resource development and marketing strategies and plans
- Progressive thinker, understanding philanthropic trends and best practices in donor-centered fundraising
- Effective presenter, active listener, open to new ideas, keeps supporters informed and engaged
- Self-directed, proactive and holds one-self accountable

- Act using Partnership principles of integrity, respect, humility and inclusion internally and externally to advance community goals and outcomes
- Pursue other projects/tasks for the successful visibility of the Cultural Center
- Set department goals and develop structure for department and lead Marketing
- Conduct regular staff huddles/meetings to provide and receive feedback on staff and department goals Secondary Skills, Knowledge, and Abilities
- Develop a strong workplace morale by encouraging employees, helping them develop professionally by achieving individual goals, and objectives

Additional Responsibilities

Initiate or is directed by the Executive Director or Board to perform additional duties or tasks to support the mission. Supervise a staff of three (marketing/development coordinators and program outreach coordinator).

Qualifications

- Bachelor's Degree or equivalent with at least 4 years of progressive experience in a similar role
- Comprehensive knowledge in nonprofit fundraising and marketing
- Experience and knowledge of project management and coordination
- Ability to maintain knowledge and professional development in market research, business trends, marketing, and fundraising trends that may impact needs and resources
- Comprehensive knowledge of Microsoft Office and other software
- Excellent oral and written communication skills
- Ability to supervise volunteers and staff, work both independently and in a team environment
- Knowledge of Four Rivers Cultural Center is desired
- A working knowledge of the Four Rivers Region is desired

Hours

- Full-time hours, participation in early morning, evening, and weekend events will be required as needed

Physical Demands

The physical demands of this job are representative of those required to successfully perform the essential duties of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Salary

\$40,000

How To Submit

Submit resume and cover letter to matt@4rcc.com and development@4rcc.com. Questions?
Send an email or call 917 705 4264