**JOB DESCRIPTION**

**DIRECTOR OF DEVELOPMENT, MARKETING AND**

**PUBLIC INFORMATION**

POSITION

Director of Development, Marketing and Public Information

SUMMARY DESCRIPTION

The position reports to the Executive Director and is responsible for the effective planning, organization, coordination, implementation and evaluation of all fundraising, marketing and public information efforts.

RESPONSIBILITIES

* With advice from the Development Advisory Committee, conceive, plan and implement short- and long-range fundraising, marketing and public information programs for the organization;
* Identify and research potential sources of funding, including corporations, foundations, community organizations, government agencies and individuals;
* Develop suitable approaches and strategies, including written proposals, to potential donors;
* Coordinate contact and communication with donors and prospects;
* Coordinate the work of volunteers involved in fundraising. Serve as staff for volunteer fundraising committees. Train volunteers;
* Supervise preparation of fundraising materials and reports;
* Acknowledge all gifts, pledges and donations and develop appropriate donor recognition programs;
* Prepare and manage the annual fundraising budget;
* Maintain fundraising records and files. Prepare appropriate reports for the Board and donors;
* Plan and implement marketing strategies;
* Plan and supervise public information, public relations and outreach activities.

QUALIFICATIONS

* Minimum of five years of experience in development and directing major fundraising programs and campaigns;
* Capital campaign experience;
* Knowledge of major gift and grant solicitations, cause related funding and planned giving;
* Demonstrated marketing and public information skills;
* Demonstrated ability to work effectively with volunteers, committees and Boards;
* Outstanding writing and oral communication skills essential. Ability to work with top corporate executives and professionals.