



JOB TITLE: Director of Development and Marketing

PROGRAMS: All JFS Programs

FSLA Status: Exempt

POSITION SUMMARY:

The Director of Development and Marketing, working under the direct supervision of the Executive Director, is responsible for nurturing the culture of philanthropy that sustains the Agency in order to build enduring community and financial support. S/he also is responsible for all communications from JFS, incorporating best practices while meeting the agency's goals and mission.

EMPLOYMENT CLASSIFICATION:

The Director of Development and Marketing is a full-time, exempt employee classification.

DUTIES/RESPONSIBILITIES:

Development Duties

40%

- Work with Executive Director and Board of Directors to strategically develop, drive, and continually refine the year-round development plan that includes annual giving, special events, major gifts, endowment/planned giving, corporate sponsorships and grants.
- Build realistic and ambitious fundraising strategies that advance community awareness of the need for and positive contribution of the Agency.
- Plan and oversee all initiatives for the cultivation, acquisition, renewal, upgrade and stewardship of grantors, donors and partners.
- Strengthen and diversify financial support by actively cultivating existing donors, attracting new individual donors, researching and building partner relationships with foundations, congregations, funding sources, and corporations, identifying new grant opportunities, complying with existing grant requirements, and developing new funding sources.
- Establish Stewardship program based on cultivation of personal relationships with major donors and legacy donors.
- Establish annual development objectives and designs an appropriate strategy for accomplishing goals.
- Monitor and meet annual dollar and number goals for Annual Campaigns and fundraising events.
- Investigate, cultivate, and secure donations from individuals, corporations, and family foundations.
- Along with the Executive Director, personally communicate and build meaningful relationships with donors, funding organizations, and prospects to help grow awareness and financial resources.
- Identify and secure private foundation and corporate grants; research, write, monitor, and report on grant initiatives.
- Assume primary responsibility for development-related special events.
- Assume primary responsibility for maintaining and teaching processes related to the donor database. Ensure accuracy of development records with accounting records.



- Manage all aspects of all gift types, including donor research and profiles, prospecting, cultivation, advancement and stewardship and planned giving.
- Manage calendar of giving appeals including direct mail, online, and calling campaigns; track and report results.
- Align internal systems and procedures to ensure the confidentiality of all donor information and the timely acknowledgement of all gifts and grants.
- Manage all corporate and donor collateral materials and solicitation procedures.
- Delegates duties as necessary.
- Performs other duties as needed.

Marketing/Communications/PR Duties

40%

- Together with the Marketing Committee, develop a year-round Communications Plan that provides consistent, clear, and appealing brand messages, including design, implementation and evaluation.
- Manage Agency identity standards and serve as the “guardian of the brand”.
- Produce and distribute all communication materials to donors, agency partners, and the community at-large.
- Write, edit and coordinate all printed and electronic material for agency services and programs (e.g., brochures, program flyers, e-news, annual report, articles for CJN, promotional material, newsletters, signage, case statement, social media, etc).
- Work with JFS staff to develop, coordinate and produce effective materials and strategies that promote programs and increase attendance and potential revenue.
- Manage, update and improve the functionality of agency’s website.
- Create an archive/library of all printed and electronic materials, photos, copy.
- Initiate press coverage for all JFS events, when appropriate, including media pitches, press releases and editorials.
- Play an active role in the development and implementation of Jewish Family Services strategic plan.
- Performs other duties as needed.

Supervisory and Management

5%

- Responsible for the orientation, training, supervision, and annual performance evaluation of the volunteer coordinator.
- Monitor staff productivity and work with staff to improve service delivery.
- Assign and review work load of staff.
- Create opportunities for professional growth.
- Serve as a member of the Management Team.
- In collaboration with the Executive Director and Financial Services Manager, develop program budgets and monitors fiscal performance of programs, adjusting operations to meet expectations.
- Ensure that staff report all statistical data related to performance and productivity of programs and services on a monthly basis.
- Complete all departmental reports as needed.
- Help the Executive Director and Agency Services Committee establish outcomes and benchmarks for success of the volunteer program.



- Modify existing volunteer program to better meet community needs.
- Review, monitor, and update agency policy and procedures as they pertain to marketing, development, volunteer services.

Strategic :

5%

- Participate in assigned Board of Director committees as assigned by the Executive Director.
- Attend Board Meetings as needed, including preparation of relevant reports, documents, and data.
- Align marketing, development, and volunteer services with the agency strategic plan.

KNOWLEDGE AND SKILLS:

- Excellent interpersonal and communication skills including listening skills, presentation skills, and writing skills, with the ability to communicate clearly and persuasively to a wide range of audiences.
- Ability to work independently, thinking strategically about the big picture, while also paying attention to details.
- Highly organized with ability to multi-task and be resilient in the workplace.
- Demonstrated experience in project management, working with Boards, and organizing special events.
- Proficient in Word, Outlook, Adobe, Power Point, Excel, InDesign, and Word Press.
- Experience with fundraising software (Raiser's Edge/Blackbaud preferred) and data analysis tools to shape and inform effective development strategies.
- Strong contacts and positive relationships within the Charlotte Jewish community and with funders, donors, and grantors.
- Working knowledge of current and evolving trends in philanthropy.

MINIMUM QUALIFICATIONS:

- A Bachelor's degree in a related field with a minimum of 5 years of experience in.
- In development, with a demonstrated record of all aspects of gifts management, grant writing, donor database management, marketing, and graphic design.