

# FR1ENDS of the CH1LDREN

Generational Change,  
One Child at a Time

## JOB DESCRIPTION

**Title:** Director of Development and Marketing  
**Reports to:** Executive Director  
**Status:** Full time, Exempt

### Summary:

The Director of Development and Marketing (DDM) leads the efforts to meet fundraising and organizational goals of Friends of the Children – Klamath Basin, and ensures that all development activities are consistent with the organization’s mission, vision, and values.

The DDM is accountable for all revenue goals and is responsible for consistently monitoring progress and adjusting work plans to achieve goals. The DDM is responsible for the successful identification, cultivation, solicitation, and stewardship of individuals and corporations with significant capacity to give. This position works with the Executive Director and Board of Directors to ensure the organization has the resources it needs to accomplish strategic objectives.

The DDM is responsible for creating and monitoring systems and team work plans to ensure goals are met. The position is accountable for meeting all project deadlines, event timelines, and prospect generation plans. The DDM will lead all local marketing initiatives, including community awareness, public relations, social media, and internal and external communications.

The DDM is a member of the Friends of the Children – Klamath Basin leadership team. She or he will demonstrate a range of skills and abilities and be relentlessly driven to advance the Friends’ brand and achieve best-in-class marketing to reach prospective donors and increase the organization’s fundraising capacity.

### Essential Functions and Responsibilities:

#### **Revenue Generation**

- Develop, implement, and sustain the organization’s major gifts programs, including the development and execution of strategies to ensure the effective and timely cultivation and solicitation of major donors and prospects.
- Identify corporate funding sources; develop and implement a robust corporate cultivation and solicitation program that sustains current donors and expands to reach new ones, including senior business leaders.
- Identify, evaluate, and provide research on individuals to use in advancing prospective major gift donor relationships.
- Oversee all direct mail campaigns. Provide leadership for key messaging in alignment with other organizational messaging, and strategically develop mailing lists.

- Write donor acknowledgements and proposals as needed.
- Create and implement systems for effective identification, cultivation, and solicitation of new prospective donors.
- Lead a board stewardship program; create systems to ensure board members follow up with prospects and engage new supporters for Friends of the Children.
- Produce analytical donor and fundraising reports on the results and progress of campaigns, events, and ongoing donor cultivation.
- Update prospect and donor information in donor database.
- Research and pursue innovative funding streams.
- Plan and actualize fundraising events.

### **Marketing and Public Relations**

- Develop and maintain knowledge of relevant local and national issues.
- Serve as effective, compelling spokesperson for the organization.
- Develop and implement media plan to generate brand awareness and revenue.
- Improve and/or institute periodic newsletters and reports, direct mail and digital marketing campaigns.
- Develop, execute, and maintain digital and social media strategy. Ensure effective and efficient use of new media.
- Ensure that all messaging aligns with organizational standards and values.

### **Leadership**

- Model professionalism, hard work, and high ethical standards.
- Actively participate as member of senior management in all aspects of planning, budgeting, and managing.
- Effectively communicate organization's goals and values, both internally and externally.
- Strive to ensure that organization's commitment to equity is reflected in all decisions, communications, and structures.

### **Skills, Knowledge, and Abilities:**

- Passion for serving the most vulnerable children.
- Entrepreneurial enthusiasm for facing new challenges and finding solutions.
- Strategic, creative, detail-oriented approach.
- Strategic thinker, and the ability to research, design/develop, implement, and sustain traditional and creative fundraising strategies and programs to advance the organization's profile in the community and maximize resource development efforts.
- Working knowledge and experience in the local philanthropic and business communities from which funding is to be raised; ability to cultivate and sustain relationships with these resources, including those at senior levels of both large and small organizations.
- Proven ability to build a strong and effective work team.
- Demonstrated ability to articulate our mission and make persuasive and compelling presentations to all levels of prospective donors and members of the community.
- Ability to cultivate and sustain relationships and work effectively with a wide variety of constituencies, including staff, program children, organizational supporters, current and potential donors, board members, and community partners.
- Ability to represent, effectively and professionally, the organization to a wide variety of audiences.

- Strong interpersonal, written, and verbal communication skills.
- Outstanding organizational and time management, delegation and follow-up skills.
- Excellent customer service skills, demonstrated consistently, with all contacts.
- Self-starter, motivated, and able to take initiative in all situations. Effective leadership skills; ability to influence and motivate.
- Proven ability to solve problems, work in a team environment, and meet deadlines and budgets.
- Ability to function efficiently with frequent interruptions, work well under pressure, and demonstrate flexibility in adapting to changing circumstances.
- Strong program management, strategic planning, budgeting and forecasting skills, and the ability to anticipate problems and focus on details.
- Some flexibility in schedule, with the ability to work occasional evenings and weekends for fundraising activities and networking events.
- Ability to work collaboratively and cooperatively.
- Experience securing significant major donor and corporate gifts.
- History of generating appointments, making the ask, and closing the solicitation.
- Growth mindset and commitment to increasing revenue to serve more children.
- Enthusiasm for articulating our mission and model to donors and community members.

**Education and Experience Required:**

- Bachelor’s degree required, advanced degree preferred.
- At least five years’ experience in non-profit development, in progressively responsible roles with a minimum of three years in leadership or management.
- Experience managing multi-platform marketing and fundraising campaigns.
- Thorough understanding of the population of youth served by Friends of the Children, and the mission of our program; experience with youth organization(s) preferred.
- Professional experience with social media and digital marketing.
- Experience with one or more fundraising database programs.

**Acknowledgement:**

This is to acknowledge that I have read the above job description and understand that it sets forth the duties, responsibilities, and essential functions that I will be expected to fulfill in this role. I understand that I will be expected to perform all the essential functions of the job in a reasonable and safe manner. I further acknowledge that this is not a contract and the organization reserves the right to make changes to the position description at any time in order to better meet the needs of the organization or the children we serve.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

HR Director: \_\_\_\_\_ Date: \_\_\_\_\_

Executive Director: \_\_\_\_\_ Date: \_\_\_\_\_