



## Director of Development and Marketing

**REPORTS TO:** Executive Director (ED)

### **POSITION OVERVIEW:**

In partnership with the Executive Director, this position is responsible for all fundraising and development activities, including the qualification, cultivation, solicitation and stewardship of major gift prospects. Forging new relationships and fostering existing, the Director of Development and Marketing (DDM) participates in strategy development and solicitation strategies specific to their goals, and will build the visibility, impact, and financial resources for Hillcrest Hope (HCH).

### **RESPONSIBILITIES**

#### **I. Strategy, Vision and Leadership**

- a. This position is responsible for designing and implementing a comprehensive plan for developing key external alliances by cultivating individual and philanthropic support and will be responsible for establishing and implementing the infrastructure needed to grow a \$1.3M organization through the solicitation of major gifts, grants, special events, and corporate support.
- b. This position is responsible for the expansion and diversification of HCH's donor base and pipeline and securing funding for new initiatives and for the marketing initiatives across all lines of HCH in support of forwarding the mission.
- c. In addition, this position will engage the board of directors to effectively strengthen HCH's overall fundraising capacity.
- d. Maintain continuous lines of communication, keeping the ED informed of all critical issues.
- e. Represent the organization externally.

#### **II. Development**

- a. Development, implementation, and maintenance of HCH's Development Plan. Current fundraising strategies include: written foundation proposals, individual giving, corporate sponsorships, and apartment sponsorships in collaboration with the Director of Programs.
- b. Develop innovative new fundraising strategies to complement existing revenue streams, such as a more formal major giving or planned giving program
- c. Cultivate and maintain relationships with funding stakeholders including foundation program officers, individuals and company representatives
- d. Proactively prospect, research and recommend new funding opportunities to ED and Program Director
- e. DDM will oversee and work collaboratively in the coordination, writing and submittal of grants and any reporting.
- f. Provide collaborative supervision to Community Engagement Coordinator to cultivate and steward prospective/existing donors; oversee execution and planning of special events and supervise other fundraising priorities
- g. Provide ongoing Board education concerning their fundraising role at select Board meetings and annual Board Retreat
- h. Staff Lead for Community Engagement Committee and special event committees
- i. Participate as a member of the Leadership Team by bringing pertinent agenda items and engaging in dialogue

#### **III. Marketing**

- a. Development, implementation, and maintenance of HCH's Marketing Plan.
- b. In collaboration with the Community Engagement Coordinator, collect stories from program staff, volunteers, and donors, to include in the quarterly newsletter and monthly thrift store newsletter.
- c. Manage social media pages with support of the Community Engagement Coordinator
- d. Manage website with support of web design company.
- e. Perform other related duties and responsibilities as assigned by the Executive Director

#### **IV. Staff Development**

- a. Direct continuous fundraising learning for Hill Crest Hope staff.



- b. Promote and foster an environment in which proactive thinking and creativity are encouraged and rewarded.
- c. Identify capacities needed (skillsets and competencies) to achieve organizational goals. Work with Leadership Team to ensure those capacities are developed or acquired.
- d. Participate in yearly performance assessments of community engagement staff, goal setting, and support professional development on an ongoing basis.

#### **Key Competencies:**

- Ability to work in a spirit of collaboration within a team structure. Ability to multi-task and manage deadlines.
- Ability to demonstrate creativity, initiative and resourcefulness. Ability to comfortably engage with new contacts.
- Ability to establish and maintain excellent working relationships with staff, the public and representatives of other organizations.
- Ability to remain flexible and professional at all times.
- Ability to be detail-oriented with excellent organizational skills.
- Ability to follow up/follow through.
- Ability to exhibit situational awareness and cultural sensitivity.
- Ability to demonstrate impeccable communication skills.
- Ability to adapt to changing conditions and shifting priorities.
- Ability to exercise good judgment and discretion.
- Ability to express a passion for serving the homeless, working poor and community engagement.

#### **Knowledge and Critical Skills/Expertise**

- Bachelor's degree in related field and 3 to 5 years' experience in nonprofit development work, preferably in social services; CFRE is a plus
- Expertise in diverse fundraising initiatives
- Familiarity with grant writing process
- Experience utilizing Bloomerang donor management software and overall comfort using technology to perform job duties
- Previous experience supervising staff
- Excellent writing, verbal communication, interpersonal and organizational abilities
- Proven ability to work effectively under pressure and meet established deadlines
- Highly collaborative style; relationship builder
- High energy, maturity, and ability to work with professional staff, board members and the community
- Sincere commitment to the mission of Hillcrest Hope
- Budget development and oversight experience.

#### **Working Conditions**

- DDM will usually work in an office environment, but the mission of the organization may sometimes take them to nonstandard workplaces.
- DMM will be required to work some evenings and weekends.
- Able to perform the basic functions of the position, including extended hours standing, bending and stretching.
- Able to lift and carry supplies and equipment as needed.
- Speaks clearly and distinctly to perform extensive communication required with staff, clients, donors, vendors and other third parties.
- Excellent judgment and creative problem-solving skills including negotiation and conflict resolution skills

#### **Benefits**

- Paid Time Off.
- Paid Holidays
- Flex Time
- Health Reimbursement
- Dental
- Disability



- Life Insurance
- 401K Match

**Salary Range: Exempt position - \$50,000 - \$58,000**

**Please email cover letter, resume, and 3 references to [brian@hillcresthope.org](mailto:brian@hillcresthope.org). Please put Director of Development and Marketing in the subject line.**

**NO PHONE CALLS PLEASE.**