

JOB DESCRIPTION

Job Title	Director of Development and Marketing
Employment Status	Full-time (40 hours per week), Exempt
Reports to	Executive Director
Annual Salary	\$50,000
Benefits	Health Insurance, Paid Holidays, Paid Vacation, Sick Days
Key Accountabilities	<ol style="list-style-type: none"> 1. Secure revenue, in-kind donations, and build donor relationships (individuals, corporate and churches) 2. Create and execute marketing/public relations plan, including social media 3. Research and explore new opportunities to secure funding 4. Create and oversee the execution of fund-raising events 5. Manage and oversee donor relations and donor data
General Description of Position	<p>DIRECTOR OF DEVELOPMENT AND MARKETING: Under the supervision of the Executive Director, the Director of Marketing and Development will lead marketing, donor relations, and fundraising initiatives that effectively incorporate LiftUp’s mission. The scope of responsibility includes developing compelling marketing communications, mining and leveraging donor databases, developing and executing fundraising campaigns, developing and communicating with current and prospective donors, cultivating community awareness and relationships, maintaining and updating website, and building a strong development team.</p>
Essential Duties	<ul style="list-style-type: none"> • Collaborates with the Executive Director to create clear objectives, strategies, and goals for Development (Community Awareness, Fundraising, Donations & Donor Development) and Marketing, resulting in a Development Plan and a Marketing Plan. • Collaborates with the Executive Director, LiftUp Leadership Team and Marketing Committee to ensure consistency in LiftUp’s culture and strategic direction. • Attends monthly staff meetings, weekly and other management and leadership team meetings and participates in trainings as needed and required. • Oversees implementation of the Marketing Plan-including campaigns, events, digital and print marketing, and public relations. • Collaborates with Executive Director, LiftUp Management Team and Marketing committee to create and execute a marketing calendar. • Provides direction to the Marketing Committee so that they can serve as LiftUp’s ‘marketing team.’ • Contributes to marketing effectiveness by working with Directors and Managers to help identify short-term and long-range issues that must be addressed; providing information and commentary pertinent to the marketing and fundraising needs relevant to said issues to the Executive Director and the Marketing Committee; recommending options and courses of action; implementing directives. • Maintains and updates website to ensure marketing and brand consistency line with the organization’s needs. • Develops and implements annual fundraising program(s) and events with the Executive Director and Fundraising Committee. • Identifies prospective individual and corporate donors and develops strategies to cultivate those relationships. • Engages volunteer leaders and LiftUp staff in prospective donor identification and solicitation, as appropriate, to extend impact and avoid duplication of outreach.

	<ul style="list-style-type: none"> • Achieves fundraising goals and ensures implementation of best practices in cultivation, solicitation, acknowledgment and stewardship of current and potential donors. • Researches donor relation programs at local, state and federal organizations. • Ensures timely and accurate report deliveries to funders and Executive Director. • Maintains internal and external Donor database(s) and prepares donor correspondence. • Consults with Leadership Team and crafts strategy and plan of cultivation for community outreach opportunities, and implements plan, avoiding overlap. • Serves as the liaison to various identified community organizations. • Collaborates with the Executive Director to plan funding for expansion opportunities. • Meets quarterly goals agreed upon with the Executive Director. • Participates in Committee Meetings and Conference Events, as appropriate. • Investigates CFRE (Certified Fund Raising Executive) Certification and other developmental learning opportunities and pursues, as appropriate. • Collaborates with Director of Finance to prepare annual budget of Market and Development operations. • Prepares needed newspaper notices and radio PSA's. • Working with the Executive Director, designs and sends out e-newsletters, as needed. • Performs other duties as requested by the Executive Director.
<p>Minimum Requirements</p>	<ul style="list-style-type: none"> • Relevant college degree or equivalent work experience in the Marketing and Development areas. • Experience with: Client Relationships, Managing Processes, Marketing Plans, Customer Focus, Marketing Research, Statistical Analysis, Developing Budgets, Financial Planning and Strategy.Strong verbal communications skills and demonstrated ability to write clearly and persuasively and to think quickly. • Commitment to donor satisfaction and customer service. • Creativity, flexibility and, upbeat “can-do” attitude. • Sound judgment, impeccable ethical principles with an ability to maintain discretion and respect confidences. • Ability to define problems, collect and enter data, establish facts and draw valid conclusions. • Ability to function independently and think strategically, while functioning as an effective team player with the LiftUp staff. • Skilled at prioritizing workload, managing multiple tasks and meeting tight deadlines. • Proficiency with Microsoft Office Suite, Google, Canva and website development. • Ability to speak Spanish preferred. • Ability to work comfortably with people from various socio-economic, racial and cultural backgrounds. • Valid Colorado driver’s license. • Ability to satisfactorily pass background check.

September, 2019