



JOB DESCRIPTION

Job Title:	Director of Marketing, Communications and Resource Development
Reports to:	Chief Executive Officer
Supervises:	None
FLSA Status:	<input checked="" type="checkbox"/> exempt <input type="checkbox"/> non-exempt <input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time <input type="checkbox"/> other
Salary Ranges:	Starting around \$78,000

Position Summary:

An executive leadership position responsible for all aspects of the Coalition’s marketing, communications, public relations, digital communications, key messaging, storytelling and brand experience as well as fund development initiatives including on-line giving, major gifts, corporate relations, new business, donor relations and fundraising events.

All efforts are focused on furthering the Coalition’s mission, revenue goals and strategic initiatives. This individual is responsible for: designing and maintaining fund development activities, policies and procedures and planning, development, and implementation of all of the organization’s marketing strategies, marketing communications, and public relations activities, both external and internal through directing the efforts of department team members, coordinating at the strategic and tactical levels and collaborating with other departments.

The position reports to the Chief Executive Officer and serves as a member of the Executive Leadership team. This position participates with the Board of Directors, CEO and other management staff in charting the direction of the Organization, assuring its accountability to all constituencies, and ensuring its effective operation.

Essential Job Functions:

I. Leadership and Supervision

- Leads, supervises, and trains department staff in all aspects of department functions and compliance regulations.
- Documents performance as required; writes and delivers yearly Performance Reviews for staff on a timely basis.
- Coaches and counsels staff as necessary to improve and/or maintain performance.
- Creates the opportunity to recognize employee contributions and performance.
- Sets staff annual goals and objectives in support of Coalition goals and monitors minimum quarterly.
- Communicates and updates CEO regularly on all initiatives for the coalition.
- Provides related financial/budget/expenses information to the coalition management and staff on a timely basis. Fosters teamwork and collaboration amongst all directors and staff.
- Takes the initiative to work with senior staff in advising how best to be involved in fund development and marketing activities and initiatives.
- Takes a leadership role in advising coalition executive staff on resource development and marketing initiatives and strategies.
- Participates in the development and execution of ELCOC Strategic, Development and Marketing Plan.

II. Resource Development

- Formulates, determines, and evaluates management policies.
- Meet donor needs by providing strategies and opportunities that raise revenue and other resources.
- Implement effective stewardship plans for donors of all giving levels while engaging with donors year-round, recognizing impact of gift, communicating progress and results, inspiring involvement, and ensuring quality experience.
- Cultivate and solicit contributions from prospective and current individual and corporate donors, and secure private grants
- Collect and record relevant donor and volunteer information to forge partnerships, increase engagement and sustain relationships.
- Coordinates fund development efforts among staff and community, to include annual campaigns, individual donors, major gifts, special events corporate and foundation funding.
- Publicizes the organization's activities and accomplishments as a method of marketing to attract prospective funders.
- Builds relationships with community leaders, groups, businesses in order to develop resources to support the ELCOC projects.
- Oversees the following: management of records and database information on past, current and prospective donors; creation and maintenance of correspondence with donors; handling confidential information related to resource development and ELCOC donors; and ELCOC fund development records and maintains resource development information.
- Plans, monitors, and tracks budget expenses related to department events.
- Creates and executes short-term and long-term development.
- Identify potential grant and corporate funding sources and prepare and defend grant proposals and requests.
- Coordinates and supports board fund development efforts.
- Oversees and manages all volunteer initiatives with goal of helping further strategic initiatives for ELCOC.

III. Marketing, Public Relations and Communication

- Present compelling case to catalyze interest, link stakeholder aspirations to needs and secure support.
- Distill complex information into a simple, clear message using examples, stories, and community information that are relevant and resonate with the donor, volunteer, partners, and stakeholders.
- Write clearly and concisely, using multiple platforms to reach diverse audiences while effectively presenting and speaking in public both virtually and in-person.
- Develop and implement a comprehensive year-round communication plan to keep stakeholders informed and engaged.
- Execute the development and implementation of social marketing, public and media relations, website content, communication/resource development materials and brand management
- Prepares state mandated annual report and consumer friendly community report within established timeframes.
- Prepares quarterly state mandated quarterly reports and submits such within established timeframes.
- Diligent with appropriate follow-up and follow-through.

IV. Organizational Leadership

- Recognize organization-wide priorities and work cooperatively to support accomplishment with staff team and volunteer talent
- Work closely with other members of the Executive Leadership, Senior Management, Program, and Special Projects teams to understand ELCOC's priorities and products/services in order to present clear information to community.
- Skilled fundraiser and marketing expert who excels at balancing strategic and operational needs.
- Value and leverage the power of external networks and relationships.
- Conduct, analyze and interpret internal and external research to support planning and development of organizational resource development and marketing strategies and plans.
- Progressive thinker, understanding philanthropic trends and best practices in donor-centered fund-raising.
- Effective presenter, active listener, open to new ideas, keeps supporters informed and engaged.

(This job description may not be all-inclusive and employees are expected to perform all other duties as assigned and directed by management. Job descriptions and duties may be modified when deemed appropriate by management.)

Qualifications:

- Experience supervising professional level personnel.
- Ability to raise both cash and in-kind support for Coalition priorities.
- Ability to make mathematical calculations and balance a budget.
- Ability to organize, coordinate projects, set priorities, meet deadlines and follow-up on own and subordinates' assignments with little or no supervision.
- Ability to work independently and respond to deadlines while working in a team environment.
- Ability to demonstrate experience in fund development and grant writing.
- Ability to work collaboratively and foster teamwork amongst cross-functional teams.
- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, designing forms, and other office procedures and terminology.
- Knowledge of English business language with ability to communicate clearly and concisely, both orally and in writing.
- Ability to effectively communicate sensitive information and exercise sound judgment.
- Knowledge of basic customer service techniques.
- Ability to work in a fast-paced environment with creativity and enthusiasm.
- Ability to work and communicate with people from various multi-cultural backgrounds and socio-economic levels.
- Understanding of the adult learner.
- Ability to establish and maintain effective working relationship with a variety of constituents.
- Ability to solve problem and deal with a variety of variables.
- Working knowledge of child development, appropriate childcare practices and Florida state standards and requirements.
- Proficiency in the operation and use of a personal computers and computer software applications (Microsoft Office Suite). Ability to navigate the internet.
- Must possess a valid Florida Driver's License with ability to travel and make providers visits to and from work, and to travel to off-site locations.
- Ability to work flexible/hours schedule i.e. Saturdays or evening hours.
- Professional appearance and presentation.

Education and Experience:

- A bachelor's degree in Nonprofit Management, Business or Public Administration, Marketing, Communications or other related field required. Master's degree preferred.
- A minimum of five (5) years of progressive relevant experience in the areas of marketing, communications, and/or non-profit fundraising/resource development.
- Bilingual – knowledge and ability to communicate in the Spanish language both verbally and in writing preferred.
- Ability to maintain knowledge and professional development in market research, business trends and fundraising trends that may impact needs and resources.
- Comprehensive knowledge of Microsoft Office.
- Excellent oral and written communication skills
- Ability to supervise volunteers and staff, work both independently and in a team environment

(A comparable amount of training, education or experience may be substituted for the above minimum qualifications.)

Interested Send cover letter and resume to
Marah Sanchez, HR, Office & Technology Manager at
msanchez@elcoc.org and crivera@elcoc.org