

DIRECTOR OF DEVELOPMENT & MARKETING JOB DESCRIPTION

The Director of Development & Marketing will serve as a key leadership member, setting the organization's strategic major gift and grant agenda to achieve and exceed its revenue goals through the solicitation of individual, corporate and foundation support to grow the base of philanthropic support and increase public awareness of the Els for Autism Foundation. Activities will include fundraising efforts involving major gifts, defined as donations and grants over \$100,000; planned giving; annual giving; direct marketing; corporate and foundation support; sponsorships. The individual will work closely with the Executive Director, Managing Director, and Board of Directors in developing and implementing periodic capital and/or other comprehensive campaigns. The Director of Development and Marketing will work to inspire people to connect with the mission of Els for Autism through strategic marketing and communications, while helping to build and manage the Els for Autism brand and all aspects of marketing communications in order to raise the awareness of the organization and increase donor development.

Position Responsibilities:

LEADERSHIP OF STRATEGIC PHILANTHROPIC EFFORTS

- Responsible for developing an annual comprehensive major gift and grant development plan, in collaboration with the Executive Director and Managing Director, with targeted goals, objectives, methods, quantifiable outcomes and timelines which will achieve budgeted goals.
- Responsible for writing and submitting new and renewed grants and reports, ensuring timely grant reporting and appropriate grantor recognition, working closely with staff to obtain information for reporting, comply with major donor expectations and be aware of programmatic needs for funding to fill unmet needs of major donors and grant funders
- Responsible for the formulation, coordination, and implementation of development strategies for the organization, cultivating major and prospective donors to reach, if not exceed, fundraising goals, and overseeing a strong and active team of development staff and volunteers.
- In conjunction with the Managing Director and Executive Director, assist with the cultivation of the Board of Directors, corporate, foundation and business representatives via presentations and tours.
- Responsible for the overall strategy, implementation, and execution of philanthropic efforts to support all areas of Els for Autism.
- Develop and implement initiatives to identify and cultivate individuals and organizations capable of making transformational contributions to support continued financial growth.
- Develop highly effective annual planned giving strategy to increase the number of planned gifts.
- Work with Board of Director's to review, monitor and assess fund raising programs, and identify meaningful ways for Board members to participate in revenue-generating activities.

STRATEGIC MARKETING, COMMUNICATIONS, AND PUBLIC RELATIONS

- Develop and execute innovative strategic marketing and public relations plans to achieve organizational goals and promote the Els for Autism mission, vision, values, programs, services, positions, stories, and through direct implementation from the Marketing Manager.
- Responsible for overseeing the marketing, branding, communications, and public relations of Els for Autism including direction and oversight of all print publications, and digital communications, including advertising, collateral, e-newsletters, email, graphics, logo, photos, social media, videos, newsletters, signage, displays, and websites with robust direct response and digital fundraising

- Ensure that EIs for Autism-information presented on third party websites is accurate and updated accordingly (Guidestar, etc.)
- Support the Marketing team in ensuring the consistent implementation of the EIs for Autism style guide, trademarks, and other branding guidelines and policies. Monitor and enforce compliance and consistency with branding guidelines.
- Critically evaluate marketing and communications activities, and provide recommended changes as needed to the Marketing team.
- Direct and oversee community outreach activities to build awareness and support; continuously evaluating outreach and event criteria to ensure efficient and effective use of resources.
- Ensure the recruitment and training of volunteer participation and ensure active involvement to increase the effectiveness of Foundation's activities and to ensure their experience is meaningful, productive, and enjoyable.
- Ensure the Marketing team responds to media and public inquiries in a timely, accurate, and professional manner.
- Support Marketing team in creating unified messaging that connects all communications, direct mail, social media, PR and fundraising campaigns and activities.
- Ensure EIs for Autism's compliance with copyright laws, board policies, and ethical standards relating to marketing and communications.
- Investigate, research, and pursue program partnerships and strategic alliances that will extend EIs for Autism's local, national, and global brand and increase avenues of support.

STAFF MANAGEMENT AND TRAINING

- Provide strong, effective, and highly visible leadership, ensuring that the development and marketing staff are stimulated, motivated, and guided to fully contribute to the Foundation's mission, vision, goals and objectives.
- Direct and guide staff in the performance of their respective responsibilities and ensure standard operating procedures (SOPs) are developed and followed to meet prevailing operational and ethical standards.
- Hire, train, and supervise direct reports, evaluating them on a regular basis and holding them accountable to assignments and goals.
- Monitor training needs to provide for staff growth and provide encouragement to maximize their potential for the good of the organization.

FINANCIAL, REPORTING, AND RECORDS MANAGEMENT

- Maintain accountability and compliance standards for donors and the organization relating to donations, grants, annual reports, and audits.
- Continuously develop the comprehensive management and use of the organization's donor management system to support philanthropy and ensure coordination with organization's financial accounting system.
- Define metrics and measurements quantifying performance against goals.

- Work with the CFO to finalize grant budgets and effectively manage personal resources to achieve these goals and objectives
- Prepare reports and analysis as requested by the Executive Director and/or Board of Directors.

Qualifications:

- Excellent oral and written communication and interpersonal skills
- Bachelor's Degree required with at least 5 years' experience in marketing and development. Master's degree or Certified Fund-Raising Executive (CFRE) accreditation preferred.
- Proven track record and comprehensive knowledge of nonprofit development and marketing including major gifts, planned giving, special events, proposal writing, direct marketing, donor and prospect cultivation, donor stewardship, digital fundraising and marketing, and media relations.
- Ability to attend and coordinate events evening and weekend events including state, national and international travel as needed
- High energy, outgoing, team player, and a passion for Els for Autism's mission is essential.
- Working mastery of computer programs including: Microsoft Word, Power Point and Excel, and familiarity with DonorPerfect or other donor management systems.
- PREFERRED QUALIFICATIONS
 - Membership in a professional fundraising association
 - Bilingual (English/Spanish)