



Director of Development and Marketing

Job Description

FLSA Status: Exempt

GENERAL PURPOSE: The purpose of this position is to increase revenue, expand our donor base, and diversify sustainable funding streams, while advancing the organization's mission through proper planning, managing and executing a strategic funding plan and leading the Development Department. Through strong leadership and clear vision, the Director leads the department in executing strategy to meet fundraising and campaign goals, maintaining donor relationships and strategizing on how to find new ones.

PRIMARY RESPONSIBILITIES

The position's overall responsibility is to develop a fundraising strategy that is aligned with the strategic plan and lead a team to execute this strategy to meet the needs of the organization's budget. This is a full time position overseeing a team. Reports to the CEO/Executive Director.

The position will work collaboratively throughout the organization and includes but is not limited to:

- Understands the CEO's vision to identify new strategies that align with the overall organizational strategic plan to diversify sustainable funding sources, while cultivating current donors and other stakeholders;
- Works closely with the Board of Director Committees and Executive team to develop fundraising and engagement strategies so that the Development team can execute campaigns or events to support donor cultivation, large gifts, and organizational exposure;
- Collaborates with the Finance Director to support the development of multi-year revenue projections, annual budget, and monthly financial statements, which accurately reflect the financial condition of the organization;
- Presents ideas that align with the overall mission and vision of the organization to increase fundraising, including asking for prospect introductions, supporting events and leveraging industry relationships.
- Mentors, coaches, and leads the Development team to meet the Development Department's strategy.

Under general supervision, duties include, but are not limited to:

Leadership & Management

- Demonstrates leadership by developing and communicating the strategy on major giving, annual giving, grants, campaigns, and planned giving.

- Leads the Development team by providing career development opportunities, coaching, teamwork, strategy and goals.
- Leads the strategic fundraising plan that includes managing the team to execute, analyze, control, and evaluate all fundraising and marketing efforts.
- Oversees administration and maintenance of donor databases.
- Provide budget oversight and direction for fundraising initiatives.

Growth

- Identifies and fosters relationships with like-minded foundations and corporations to engage in long term financial partnerships to support programming.
- Lead special event initiatives and assist with third-party opportunities.
- Creates a strategy for Marketing to reach new (geographic, demographic) individual donors
- Increase diversity in donors, sponsors and individual gifts.

Retention

- Maintains a portfolio at any given time of individual donors, family foundations, corporate and major donors making direct, face-to-face solicitations.
- Support the CEO and the organization in cultivating new donors.

Marketing & Communications

- Oversees the management and strategic use of our donor acknowledgment system.
- Leads the development fundraising communications and collateral.
- Oversees the creation of informational toolkits for community engagement, agency tours and event sponsorships.
- Oversees the maintenance of the website and social media accounts.

QUALIFICATIONS

Education

Education skills: Master's degree in nonprofit management, business management, marketing preferred and/or CFRE certification a plus.

Experience

- Minimum five- seven years' experience in successful nonprofit development/fundraising, or a related field (e.g., business sales/public relations).
- Minimum five years of supervisory experience.
- Minimum five years' experience in a high-level position soliciting individuals and corporations at the major and special gifts level.
- Minimum of five years' developing and executing strategic initiatives
- Proven experience cultivating gifts at a variety of levels, including multi-year commitments.
- Demonstrated portfolio of experience in fundraising in non-profit organizations.

Knowledge Skills and Abilities

- Detail oriented and excellent organizational skills are required for this position.
- Demonstrated knowledge and/or experience with research tools, fundraising platforms, CRM (Salesforce preferred), in a nonprofit organization.
- Exceptional organizational, problem-solving, and analytical skills; able to manage multiple priorities.
- Fearless and human centered individual who easily attracts and builds authentic relationships with a diverse community.
- Knowledge of and experience working in/with diverse communities.
- A leader who motivates staff, board and volunteers with a clear strategic fundraising vision.
- Excellent marketing skills, knowledge and experience.
- Experienced in telling stories from a strength/asset based lens.
- Proven time and project management skills, a self-initiated worker who takes pride and ownership in deliverables.
- Familiarity with the latest trends, best practices, technologies and methodologies in communications and marketing for nonprofit messaging and keeping donors engaged.
- Understanding and knowledge of allyship, commitment to DEI and openness to learn.

PHYSICAL AND COGNITIVE REQUIREMENTS NECESSARY TO PERFORM THIS JOB:

Strong organizational, problem-solving, analytical, and cognitive skills. Position hybrid, and some travel around the County or state will take place periodically. Must be able to stand, walk, talk, read, and communicate effectively.

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COMPENSATION:

- Salary Range (Grade 4) \$74,600 - \$91,900, depending on qualifications
- Vacation and Sick Leave
- Floating Holidays
- Paid Holidays
- Medical, Dental and Vision Insurance
- Life Insurance, Short-Term and Long-Term Disability Insurance
- Dependent Care FSA
- 403b retirement plan (employer contributes 4% of annual salary after first year)

An Equal Opportunity Employer, committed to diversity

Submit a cover letter, resume, [diversity statement](#) and any supporting documents to IHDF's Director of Development with "Director of Development and Marketing" in the subject line. Please copy careers@ihaveadreamboulder.org.

The "I Have a Dream Foundation" (IHDF) organization is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age 40 and over, race, gender, gender identity, color, religion, national origin, disability, military status, genetic information, or any other status protected by applicable state or local law. This prohibition includes unlawful harassment based on any of these protected classes. Unlawful harassment includes verbal or physical conduct, which has the purpose or effect of substantially interfering with an individual's work performance or

creating an intimidating, hostile, or offensive work environment. This policy applies to all employees, including managers, supervisors, co-workers, and non-employees such as volunteers, customers, clients, vendors, consultants, etc.