

CAREER OPPORTUNITY

Title: Director, Marketing and Development

Hours: Full time (37.5 hours per week, exempt position)

Brief Description:

This position is responsible for the development program of CSSMV, including initiating, managing and evaluating programs in the areas of marketing, public relations, and fundraising. Responsibilities also include directing the departmental activities in a manner that will advance CSSMV's mission, stimulate financial support and enhance the total growth of the organization in an appropriate way.

ESSENTIAL FUNCTIONS OF THE POSITION

I. Key Responsibility Area: Manages, plans and oversees the agency's fundraising program

1. Initiates and develops strategic plan initiatives while developing plans to effectively guide the continuing growth of the agency's fundraising programs.
2. Effectively solicits board, executive team, program managers and staff input for approval and support of fund-raising campaigns.
3. Successfully works with community leaders, staff and volunteers to implement planned charitable giving strategies (including public relations activities, direct mail projects, fundraising events, planned gifts, grant writing and capital requests) to meet the financial and mission goals of the agency.
4. Oversees activities of staff and volunteers to maintain accurate donor records and timely reports as requested by the CEO, Board of Directors and/or Development/event committees, appropriately delegates responsibilities in this area.

II. Key Responsibility Area: Plans, manages, coordinates, and oversees agency events

1. Initiates, plans and develops agency fundraising and promotional events in a cost-effective and professional manner, working with appropriate staff.
2. Develops volunteers who participate in the developing, planning and carrying out of events.
3. Provides volunteers with the guidance, support and resources necessary to conduct an effective event.
4. Keeps all necessary data and information documented of which resources went into events and their resulting financial outcome.

III. Key Responsibility Area: Manages and oversees the public relations and marketing programs

1. Supports program growth and positive public awareness of the agency by overseeing the development and implementation of marketing and communications strategies in collaboration with agency executive team, program managers and staff.
2. Oversees the distribution of accurate and positive information to the community via production of printed materials and newsletters, social media activity, issuing of press releases, and participation in public events and speaker forums as planned and requested.
3. Develops responses to media inquiries and acts as the spokesperson and/or advises CEO.
4. Appropriately delegates and oversees public relations and marketing tasks assigned to staff or purchased services.
5. Oversees internal communications to staff.

IV. Key Responsibility Area: Collaborates with and supports the management of the agency's volunteer program.

1. Collaborates with volunteer recruitment activities by developing and implementing strategies to encourage growth in volunteer participation to enhance support of the agency's mission of service in the communities served by the agency.
2. Works in collaboration with programs to specifically initiate strategies to successfully develop parish-based volunteerism while working collaboratively with Human Resource Manager to manage volunteer programs.

V. Key Responsibility Area: Performs special assignments and projects as needed and assigned by the CEO

1. Oversees the participation of CSSMV in the Beacons of Light initiative and other special projects of the Archdiocese of Cincinnati as assigned by the CEO.
2. Completes special projects such as building projects, board reports, research, government grant support when requested by the CEO.

MINIMUM EDUCATION, KNOWLEDGE, AND EXPERIENCE

- Bachelors degree in Journalism, Public Relations, Business, Finance or related field with five years' experience
- At least five years supervisory experience
- Knowledge of non-profit organizations
- Commitment to CSSMV's mission and goals and knowledge of the Catholic faith and social teachings
- Ability to present agency purpose and programs to the public
- Ability to fund-raise
- Strong interpersonal and presentation skills
- Effective oral and written communication
- Ability to lift 25 pounds
- Valid Ohio driver's license, access to dependable transportation

Interested candidates should send a resume with salary requirement to:
Human Resources, Catholic Social Services of the Miami Valley
922 W. Riverview Ave., Dayton OH 45402
or e-mail to jobs@cssmv.org or fax to 937-222-6750