

## CAREER OPPORTUNITY

**Title:** Director, Development and Marketing

**Hours:** Full Time (37.5 hours, 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.

### **KEY RESPONSIBILITY AREA MAIN DUTIES**

#### **I. 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 fundraising 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. Identify, steward and secure leadership level donors of \$1,000 annually.
5. Prioritize identifying, stewarding and securing major individual, corporate and foundation gifts.
6. Strategizes and executes growth of Good Shepherd Legacy Society membership.

#### **II. Provides Support to Marketing and Operations Manager for agency events**

1. Agency fundraising and promotional events are conducted in a cost-effective, and professional manner, working with appropriate staff.
2. Participating volunteers are secured to develop, plan and carrying out events.
3. Utilizes all necessary data and information documented of which resources went into events and their resulting financial outcome to prepare overall departmental budgets and goals in collaboration with Director of Finance and Administration.

#### **III. Oversees parish outreach and engagement activities**

1. Sets annual goals for parish outreach activities.
2. Works with staff to identify parishioners for stewardship as donors or volunteers.
3. Serves as a back up to represent CSS in communities of faith and their activities including the Archdiocese of Cincinnati

#### **IV. Provides Support to Marketing and Operations Manager for public relations and marketing programs**

1. Supports program growth and positive public awareness of the agency in all marketing and communications strategies in collaboration with agency executive staff.
2. Supports 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. Supports responses to media inquiries and acts as the spokesperson and/or advises CEO.
4. Oversees internal communications to staff.

#### **IV. Provides Support to Marketing and Operations Manager for Blackbaud database**

1. Maintains knowledge and skills to support database activities including gift entry and reporting.
2. Utilizes data and reports to develop long-term strategies for overall department operations.
3. Supports monthly reconciliations with accounting manager.

**Minimum Requirements:**

- Bachelor's degree in Journalism, Public Relations, Business, Finance or related field with five years' experience; Master's degree preferred
- At least five years supervisory experience
- Knowledge of non-profit organizations
- Commitment to CSSMV's mission and goals and knowledge of the Catholic faith
- Ability to present agency purpose and programs to public
- Demonstrated ability to fundraise.

*All 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](mailto:jobs@cssmv.org) Or fax to 222-6750*