



DEVELOPMENT AND MARKETING DIRECTOR

Williston

POSITION SUMMARY

The Development and Marketing Director is responsible for all fundraising efforts to ensure long-term financial sustainability. This position is responsible for developing and implementing a comprehensive strategy for stewardship, fundraising, donor cultivation, communications, marketing, and public relations with a focus on new opportunities to obtain ongoing and increased support from corporations, public and private organizations, community organizations, and individuals.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, business, or a related field, certificates, specialized training, and/or advanced degree preferred.
- Minimum of five years of experience and success in researching and securing major and annual gifts from individuals, foundations, and corporations.
- Demonstrated success in meeting annual fund goals, development planning and management, securing sponsorships, and organizing/executing special events.
- Exceptional attention to detail and written and verbal communication skills are a must.
- Ability to be a self-starter, take initiative, meet deadlines, and work independently.
- Demonstrated success in successfully cultivating donors and securing major gifts from individuals and sponsorships from businesses.
- Ability to work with the Leadership Committee and Board of Directors to facilitate their involvement in major gift solicitation.

PRINCIPAL DUTIES

Development and Planning:

- Work with the VFN Leadership Committee to set annual fundraising goals.
- Develop and implement a comprehensive written annual resource development plan with strategies for donors and prospects to be approved by the VFN Leadership Committee and Board of Directors.
- Provide monthly reports to the Executive Director which measure progress towards achieving the funding goals and objectives.
- Broaden VFN's fundraising by developing strategies for planned giving, solicitation of bequests, and endowment programs.
- Coordinate meetings with donors.
- Create and implement long and short-range strategies to develop new sources of funding.
- Oversee the production of all development/outreach materials including the VFN Annual Report.
- Oversee the preparation, implementation, and monitoring of development and marketing budget.
- Coordinate all follow-up and acknowledgments for development.
- Oversee the annual Town Grant applications.
- With VFN Executive Director, cultivate and maintain relationships with foundations, corporations, small businesses, and individuals for cash and in-kind donations.
- Manage donor prospecting, cultivation activities, donor relations, and donor recognition.
- Research, apply, and manage foundation unrestricted grants funds for VFN.
- Produce direct mail and email campaigns throughout the year.
- Maintain donor files. Ensure that the donor database information is current and accurate.

Gifts Cultivation

- Develop and implement strategies for donor cultivation to provide a diverse and sustainable funding base for VFN.
- Keep up to date on current fundraising programs, practices and procedures used in the nonprofit sector and inform the affiliate leadership of items that would benefit VFN.
- Create and implement major gifts programs, planned giving programs, and volunteer giving programs.
- Identify and pursue new sources of corporate and foundation funding.
- Build and maintain relationships with major donors of all types, develop strategies for solicitation, and solicit or coordinate the solicitation by other affiliate staff, board or volunteers, as appropriate.
- Develop and implement all aspects of direct donor mailings, appeal letters, and other donor mailings.
- Acknowledgement of all gifts and donations.

Public Relations and Marketing:

- Develop and implement press releases, media alerts, and social media.
- Create marketing materials for public relations and marketing VFN.
- Collaborate with staff, consultants, board, and families to gather stories and statistics that demonstrate the organization's work to donors and the public.
- Along with staff, and Board of Directors, knowledgeably represent VFN at public events, conferences, workshops, and media events.
- Oversee production of all VFN publications and marketing materials with eye to consistency, quality, and effectiveness.

Events

- Manage VFN events including promoting events to the business community as means to support VFN and provide support to those groups that want to host events. Report on outcomes
- Develop and solicit sponsors for events.
- Work with other VFN staff on marketing and sponsorship aspects of VFN's annual conference and monthly newsletter.
- Ensure that all VFN events are effectively publicized and promoted.

SUPERVISION

Report to Executive Director

APPOINTMENT

30 hours per week (80% FTE), 12 months/year

Hybrid Position: expectation is 3 days in-person in office

COMPENSATION PACKAGE

Salary range: \$40,000 - \$45,000

Benefits: Health, Dental, Vision, Life Insurance, 403(b) Retirement Plan

Paid Time Off: 25 days annual (5 weeks)

11 Holidays

Additional paid time off between Christmas and New Year's Day.

Diversity, equity, and inclusion are key values within Vermont Family Network. We are committed to building and sustaining an inclusive, equitable working environment for all our staff. We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design, and deliver solutions that are in alignment with our mission, vision, and values.