

**Development and Marketing Director
COBURN PLACE SAFE HAVEN**

Coburn Place opens a door through which women and children fleeing domestic violence can find safe haven. Coburn Place transforms battered lives by healing painful emotions, teaching valuable life skills, and fostering financial independence and long-term self-sufficiency.

Reports to: Executive Director
Supervises: Community Development and Outreach Coordinator
Information and Technology Coordinator
Position Status: Full-time, exempt

Position Overview: The Director of Development and Marketing works with the Executive Director, Board, and the Development and Marketing Committee to design, implement and evaluate all fundraising efforts and marketing strategies to help meet Coburn Place Safe Haven's annual operating budget of more than \$1,000,000.

Primary Responsibilities:

- Provides leadership and strategic development and direction for annual fund programs and marketing plan/mission messaging, major and planned gifts, and sponsorships of special events and programs.
- Provides administrative support to, and works in concert with, the Board Development and Marketing Committee, in the full range of those responsibilities, including planning for fundraising and marketing programs and analysis of their results.
- Prepares detailed action plans, including budgets and timelines, for all approved fundraising and marketing/communication programs.
- Researches, qualifies and cultivates individuals, corporations and foundations for gift support.
- Makes personal contacts and requests for gifts, and engages the Executive Director and the Board in cultivation, solicitation and donor recognition.
- Researches and prepares foundation and public grant proposals and all related reports.
- Provides management for all public and private grants.
- Works in conjunction with programming staff and appropriate committees to develop outcome measures. Is responsible for communicating performance measures to stakeholders and the community.
- Provides oversight of volunteer-managed special event fundraisers, in concert with the Executive Director and the Community Development and Outreach Coordinator. Serves as liaison to partner organizations and guides volunteers, as appropriate.
- Supervises all staff in Development and Marketing Department and is responsible for the overall performance and day-to-day operations of the department.
- Attends events as a representative of Coburn Place to promote awareness and visibility, and to accept funds.
- Develops direct mail and newsletter themes and production timetable. Writes direct mail appeals and the quarterly newsletter, and secures copy from other contributors.
- Issues press releases and serves as media contact, as described in Coburn Place procedures.

- Maintains appropriate professional membership(s), and keeps up-to-date on current fundraising practices and trends in the not-for-profit sector.
- Participates in internal and external committees and partnerships as assigned.
- Accepts responsibility for special assignments that help to fulfill the mission of Coburn Place Safe Haven.

Qualities and Abilities Desired Include:

- A passion for Coburn Place's mission.
- Demonstrated exceptional written and oral communication skills, including the ability to communicate successfully Coburn Place's mission, vision and accomplishments through presentations to large and small groups, representing a broad range of constituencies.
- A record of accomplishment in nonprofit development and marketing.
- Experience in nonprofit leadership/management.
- A minimum of a bachelor degree (masters preferred) in a related field and at least 3 years experience in nonprofit fundraising, development, or marketing.
- Experience working with media preferred.
- Ability to understand and relay grant contract language and obligations.
- Strong mathematical skills.

01/2012

Signature

Date