Director of Marketing & Development
This important position provides leadership, direction and oversight for the organization’s development and marketing functions. In collaboration with the Executive Director, this position develops and implements a strategic marketing and development plan to support organizational strategies to achieve Operation Fuel’s goals. This position reports to the Executive Director, is an active member of the leadership team, supervises the Donor Relations Manager and will interface with the Board of Directors as needed.

Essential Functions

Marketing
- Develop and oversee implementation of strategic marketing plan to achieve year-round fundraising, volunteer and advocacy engagement objectives including compelling, proactive and timely communication of resource investment outcomes.
- Plan and oversee development of all marketing messaging, communications materials advertising, annual report and promotional activities consistent and in alignment with organization’s goals.
- Oversee development, implementation and maintenance of organizational website, online engagement strategy, electronic newsletters, etc., for general public and targeted audiences as needed.
- Oversee the production and sponsorship of all public service announcements and other video or audio media.

Development
- Manage and oversee the annual fund, cultivate and steward relationships with funders.
- Grow and diversify the donor base including identifying, cultivating and soliciting major donors (both individual and institutional). Analyze donor data to aid in a targeted fundraising strategy and leadership giving plan.
- Develop and execute a program of donor cultivation and stewardship.
- Build relationships with community stakeholders to advance the mission and fundraising goals of the organization.
- Implement the development plan and create annual appeal schedule, manage targeting, create and design all solicitation pieces and acknowledgement letters, maintain leadership prospect coding and prospect assignments.

QUALIFICATIONS AND COMPETENCIES
- Bachelor’s degree in a related discipline is required.
- Minimum of five years of development and marketing leadership experience in a non-profit is required.
- Minimum of two years of previous supervisory experience is required.
- Experience soliciting gifts and identifying and cultivating major donors is required.
- Experience with annual campaigns; knowledge of planned giving, grants management and special events is required.
- Demonstrated experience with offline and online media outreach, e-communications, public relations and graphic design is necessary.
• Solid working knowledge of various e-communications applications is required.
• Proficiency in Raiser's Edge and Microsoft Office Suite is required.

This is a full-time position with competitive salary and benefits.
Send cover letter and resume to Troylyn Grimes at Troylyn@operationfuel.org

EEO/AA