



# JOB ANNOUNCEMENT

## Director of Marketing & Development

We are seeking a Director of Marketing and Development to play an integral role in public/media relations, communications, development and event planning for our organization. If you thrive on building relationships, love working with volunteers and community leaders, and have a strong understanding of marketing principles and tools, this is the job for you!

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Under the supervision of the President/CEO, the Director of Marketing & Development promotes, builds, and maintains the agency's overall brand and financial wellness. Duties include, but are not limited to event planning, donor interaction, public representation of the organization, design work and social media presence. This position is centered around community relationships and people interaction. A very flexible schedule and the ability to work additional hours during "event seasons" is a must. This position is exempt/salaried and wage is dependent upon qualifications, work history, and skill sets. Specific duties, include:

### MARKETING & DESIGN

- Organize and coordinate fundraising & non-fundraising events
- Development and implementation of the Brand strategy
- Identifying short/long-range goals; providing info and courses of action
- Recruit and retain volunteers to assist with running TECH events
- Build and manage social media presence, protect social media reputation and promote recognition
- Develops and implements communications and media strategies that deliver info and key messages to the public
- Develops and implements annual advertising campaign
- Designs and publishes major TECH publications and other advertising as needed
- Manage TECH website & donor data base
- Maintain donor relations by sending thank you notes and personal recognition for time and money donations
- Participate in community events representing TECH
- Recruit and retain sponsorships for TECH events
- Secure in-kind gifts to help keep project cost down
- Assist other departments by helping to produce items that positively promote the agency and the services available to clients

### DEVELOPMENT

- Meet prospective donors and supporters on a continual basis to establish effective communications with them
- Assist to grow a major gifts program including identification, cultivation and solicitation of major donors
- Build the planned giving program with a focus on deferred gifts such as bequest expectancies
- Assist to direct the annual fund program, including mailings and annual fundraising drive
- Direct employee fundraising drives

### ART GALLERY

- Oversees the planning, preparation, and partnerships/external displays of exhibits in or from the Art Gallery
- Coordination of Art Gallery events
- Direct Supervision of the Art Gallery Coordinator position

## QUALIFICATIONS

### EDUCATION and/or EXPERIENCE

Required: Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Preferred: Successful track record in senior marketing roles and creating marketing campaigns; experience with digital and print, social media and content marketing strategies; familiarity with marketing design; knowledge of budgeting and finance principals; non-profit experience

### CERTIFICATES, LICENSES, REGISTRATIONS

Required: Valid and Current Driver's License

Preferred: n/a

### COMMUNICATION

Ability to partner with various levels of staff. Field and respond to inquiries or complaints, regulatory agencies, or members of the business community. Have a high level of written and oral communication skills. Ability to effectively present information to various levels of employees, public groups, and/or boards of directors. Can effectively share a cohesive story about TECH, Inc. throughout various modes of communication.

#### **ADDITIONAL QUALIFICATIONS**

Required: Strong problem solving and creative skills and the ability to exercise sound judgement and make decisions based on accurate and timely analysis. High level of integrity and dependability with a strong sense of urgency and results-orientation. PC proficiency (windows environment) is essential.

Preferred: Ability to create and edit within Adobe Illustrator and/or InDesign programs

#### **RECRUITMENT TIMELINE**

As a general outline, the following schedule is being provided. TECH, Inc. will reserve the right to expedite or delay the process as desired or needed.

March/April	Formal Job Posting and HR Review, Top Candidates Selected for Interview Process(es)
April/May	Additional Processes, Top Candidate Selected, Position Offered & Director of M/D Welcomed

#### **APPLICATION PROCESS**

Qualified candidates shall submit their general application online via the application portal at [www.techinc.org/careers](http://www.techinc.org/careers). In addition, candidates are asked to submit the following documents to the Director of Human Resources by emailing them to [hr@techinc.org](mailto:hr@techinc.org)

1. Cover Letter
2. Resume
3. Three Professional References & Contact Info for Each \*\*\*

To see the full job description and submit your application, please visit [www.techinc.org/careers](http://www.techinc.org/careers).

Questions? Please contact the Director of Human Resources at [hr@techinc.org](mailto:hr@techinc.org)

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