

JOB DESCRIPTION

Functional Title:	Director of Development & Marketing
Department:	Marketing & Development
Position Status:	Exempt
Reporting to:	President & Chief Executive Officer
Last revision date:	July 2022
Direct Reports:	Development & Marketing Staff

MISSION

Partnering with Bridgeport's youth and families to build resilience.

VISION

Bridgeport's youth and families reach their full potential within a stronger community.

LifeBridge believes in the unlimited potential of every child and family in Bridgeport. By providing a combination of behavioral health services, youth development, and asset-building resources for families, our impact strengthens families and our community as a whole.

Job Purpose/Function: *(the main contribution of the function to the total organization.)*

Reporting to the President & CEO, the Director of Development & Marketing will help guide and implement the strategic vision and planning for the organization. The Director of Development & Marketing will be responsible for creating, leading, and directing all development, donor events, and fundraising efforts on behalf of LifeBridge. In conjunction with the President & CEO, the Director of Development & Marketing will develop and implement fundraising plans to ensure the organization meets its goals. The position incumbent will need to work independently and deliver high-quality writing, fundraising, and research support.

Major Responsibilities:

- Lead development and fundraising efforts for LifeBridge.
- Establish and implement short and long-range resource development strategies, goals, objectives, and strategic planning in conjunction with the CEO.
- Work closely with the agency leadership team on all messaging, marketing, events, branding, and positioning efforts for the organization. Develops both short and long-term strategies for increasing reach and brand visibility.
- Manage development and marketing staff.
- Oversee the development of all donor materials including proposals and reports. Lead grant development efforts. Responsible for grant strategy, writing and review of all submissions including local, state, and federal grants and performance reports.
- Develop, in conjunction with the finance team and CEO, the organization's development budget, monitor the budget monthly, and meet all fundraising and revenue projections for the organization.
- Support the CEO and the organization in the development of strong long-term relationships with major individual, foundation, and corporate donors/funders to ensure fund development strategy is achieved.
- Provide thought leadership for increased growth, and opportunities for innovation.

- Seek public relations opportunities for CEO, including public speaking engagements.
- Represent LifeBridge at community and fundraising events, and in donor communications.
- Make improvements to processes and systems within development and marketing department to strengthen accurate record-keeping, and efficiencies around donor stewardship efforts and fund reporting. Maximize the greatest return on staff time and effort.
- Define metrics and measurements that quantify performance against goals and institutionalize a system for obtaining and reporting those metrics and measurements for development.
- Manage marketing, public relations and social media activities for organization to ensure consistent brand usage and messaging.
- Perform other related duties as assigned by CEO.

Authorities:

- Makes daily operational decisions within the parameters of established development and marketing procedures, guidelines, and norms. For example, approves social media posts that fall clearly within established guidelines.
- Authorizes expenses within approved marketing and development budget.
- Recruits, hires, supervises, and discharges staff, volunteers, and interns to ensure the development and marketing team functions at a high level.

Accountabilities: *(the major end results that should be reached in the job function)*

- Diligent and honest effort towards accomplishment of development and marketing goals and objectives.
- Supervising staff, including accountability for their time.
- Ensuring processes and systems are efficient and meet development and marketing departmental needs.
- Ensuring that agency and departmental policy and procedures are followed.
- Managing the development and marketing budget.
- Timely, accurate, and effective reporting on grants to grantors.

Performance Indicators: *(the areas the job function has a measurable impact)*

Specific indicators to be developed collaboratively between the Director of Development & Marketing and President & CEO. Metrics could include:

- Total funds raised (Restricted, Unrestricted, and Capital)
- Number and types of donors
- New and reoccurring donors; donor retention rate
- Grants applied; grants awarded
- Newsletter subscribers; newsletter open rate
- Social media posts
- Social media followers and engagement metrics
- Community outreach events

Education and Experience Required:

- Bachelor's degree in business, marketing, or related field
- Minimum of 5 years of experience in nonprofit fundraising, serving in roles with progressive levels of responsibility, including experience with the following: individual giving, public funding, institutional giving, major gifts, planned and capital giving, prospect research, stewardship, special events, and development operations.
- Proven management and leadership capabilities.

- Experience working with senior-level executives and Board of Directors.
- Knowledge of fundraising techniques and sources of funding for nonprofit agencies.
- Excellent interpersonal, verbal, and written communications skills. Ability to develop and sustain impactful relationships with various constituencies and serve as an ambassador of LifeBridge. Ability to establish and maintain effective working relationships with staff, board members, volunteers, community groups, and other related agencies.
- Demonstrated ability in planning and executing integrated, strategic marketing and communications in support of achieving brand awareness, fundraising, event, programmatic, or other organizational goals. A functional understanding of how to effectively leverage various communication mediums and distribution channels for optimal exposure and impact.
- Ability to manage multiple activities, events, and projects simultaneously.
- Self-starter who takes initiative and seeks direction as needed.
- Willingness to take independent ownership and initiative in relation to departmental goals and responsibilities.
- Proficiency in Office 365 (Outlook, Microsoft Word, PowerPoint, Excel, OneNote, Teams, and SharePoint).
- Demonstrated ability to recruit, manage, coach, motivate, and ensure ongoing professional development of high-performing staff.
- Knowledge of donor database systems.
- Knowledge of and fundamental adherence to the principles, ethics, and best practices of modern fundraising, including the integration of various giving programs to diversify the funding base and cultivate greater donor commitments.
- Ability to work some evenings and weekends in response to planned fundraising and outreach events.

Confidentiality: The employee will be required to sign a confidentiality agreement. Violation of this agreement may result in disciplinary action up to and including immediate dismissal.

Physical Requirements: Frequent sitting and ability to talk and hear. Frequently required to walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; stoop, crouch and kneel. The member must occasionally lift and/or move up to 25 + pounds. The member will be required to travel locally by vehicle, work in an office setting sitting behind a computer, as well as interact with clients. Required to be free from communicable diseases.

Work Environment: The noise level in the work environment is typical of any residential setting/outpatient treatment facility and ranges from low to high. Frequent interaction with individuals in the program and community.

Agency Disclaimer: The President & CEO may modify this job description based upon agency needs; may require the employee to perform functions beyond those mentioned and may treat the employee as an at will employee.

Salary Range: \$85-95K

To Apply: Click [here](#).