



## **MARKETING & DEVELOPMENT DIRECTOR**

### *Job Description*

PALS income primarily comes in the form of donations, fund raising, sponsorships, grants and program payments. The position of Marketing & Development Director spearheads the income generating efforts for the organization through marketing both the philanthropic message as well as the program opportunities at PALS.

### **Marketing Duties**

- Garner publicity for PALS programs, community programs and special events by distributing and following up on news releases to local and regional media.
- Oversee all public relations, communication and marketing efforts.
- Promote and publicize special events, community programs and volunteer opportunities by utilizing all forms of available media including but not limited to newsletters, social media and online calendars.
- Manage organizational website and social media connections.
- Oversee the maintenance of existing partner relationships and the development of short-term and long-term PR strategies related to events.
- Develop all graphic design and organizational creative materials as needed.
- Lead marketing of programs and development of partnerships in order to meet program related goals outlined in budget regarding annual number of participants.
- Market all programs offered by PALS to increase participation
- Lead all general client recruitment and assist with special program client recruitment and marketing.
- Strengthens and cultivates relationships with collaborative community partners include community partners involved in special programs.
- Responsible for marketing boarder services and any other services offered by PALS.

### **Fund Development Duties**

- Lead government, corporate and foundation grant proposals (research, writing, editing and reports).
- Attend board, capital campaign and committee meetings as needed.
- Lead Scholarship Committee and Program.
- Works with Executive Director and Development/Capital Campaign Committee to develop and implement written fundraising plan.
- Act as primary staff liaison for the Development Committee.
- Develop and oversee donor acknowledgement/appreciation process.

- Manage all annual appeals, campaigns solicitations, sponsorship requests, third-party fundraising efforts by creating all fundraising materials, identifying recipients, generating timelines, coordinating donor meetings/follow-up and providing status reports to the Executive Director and Board, as necessary.
- Manage the implementation and maintenance of PALS internal database.
- Oversee and coordinate the fundraising efforts within the PALS organization to achieve specific established targets.
- Oversee the fulfillment of individual and corporate donor benefits.
- Oversee the management of PALS donor database ensuring that all gifts received are acknowledged and accurate records are maintained.
- Research and compile data on individual, foundation, corporate and government funding prospects.
- Work with Executive Director, Board of Directors and its Development Committee, and staff to advance and implement PALS written fundraising plan.

### **Qualifications**

- Bachelor's degree in Nonprofit Management, Business, Communications or other related industry field
- Excellent interpersonal, written, and verbal communication skills.
- Possess extensive knowledge of fundraising techniques and sources of funding for nonprofit agencies
- Self-starter, enjoys challenging environment and able to tackle new topics quickly and easily
- Working knowledge of Microsoft Office suite and Adobe Creative Suite (Photoshop, Illustrator, InDesign)

### **Preferred Qualifications**

- 2+ years of experience in fundraising or nonprofit field
- Previous experience in database and/or donor management, grant writing, event planning

### **To Apply**

Send resume, cover letter and references to [info@palstherapy.org](mailto:info@palstherapy.org).