

Director of Marketing and Development Job Description



Agency Overview:

thread is a non-profit agency and the statewide Child Care Resource and Referral (CCR&R) Network whose mission is to advance the quality of early education and child development by empowering parents, educating child care professionals and collaborating with our communities. Since 1986 **thread** has been supporting families with child care referral services and parent education about child development, and also supporting early educators through training and consultation.

Specific Responsibilities:

The Director of Marketing and Development is a member of the management team. This position is responsible for setting overall fundraising and marketing objectives and strategies designed to build reputation, influence action and achieve fundraising goals. The position oversees, plans, and implements a comprehensive development program that secures significant financial resources from foundations, corporations, and individuals within the state and nation to support the organization's goals.

1. Manages all aspects of the fund development and marketing team for **thread**.
2. Prepares and tracks annual marketing plans which reflect statewide objectives; adjusts plan based on market research.
3. Provides brand management, ensuring effectiveness of operational delivery of branding principles whether applied internally, outbound or with external partners.
4. Plans and oversees branded marketing communications and promotion activities, including the **thread** website, social media, print, advertising and events. Directs agency media and public relations activities.
5. Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
6. Assists CEO with advocacy efforts.
7. Works with the CEO, Board of Directors and management team to establish fundraising goals, and coordinate and implement fundraising activities.
8. Coordinates the Fund Development Committee which includes the CEO and Board of Directors Officers.
9. Prepares and implements annual development plan, including managing planned giving and special fundraising campaigns.
10. Manages individual, corporate and foundation cultivation, solicitation and relations.
11. Oversees agency donor database, donation entry and acknowledgment process.
12. Manages marketing/fundraising budget; prepares monthly fundraising reports.
13. Other duties as assigned.

Qualifications:

1. BA required, MA/MS preferred, in public relations, marketing, business administration, or related field.
2. Previous experience in fundraising, marketing, public relations, and supervising staff and/or volunteers required.
3. Current driver's license required, Alaska driver's license preferred.
4. References and valid identification required.
5. Must pass background check.

Key Competencies:

1. Knowledge of early care and education, inclusive child care, children's health and social services and community resources.
2. Ability to work with a diverse group of staff, clients, donors, and partners in a variety of settings.
3. Ability to use database systems and general office programs including Microsoft Word, Excel, Access, PowerPoint and Outlook.
4. Technical writing skills required.

Schedule and Compensation:

Position Hours: Monday-Friday, 9am-5pm, other hours as required

Location: 3350 Commercial Dr. Ste 203 Anchorage, AK 99501

Position Type: Full-Time

Classification: Exempt, Permanent

Supervisor: CEO

Supervises: Marketing & Development Coordinator II, Marketing & Development Assistant

Hiring Range: \$72,000- \$80,000

Benefits: 20 days of PTO (starting), 13 paid holidays, 403b match, Medical, Dental, Vision, Life/ AD&D, and EAP. All premiums covered 100% for employee's health, dental, vision, life, and EAP. Free **thread** services.

To Apply:

Please email a cover letter and resume to hr@threadalaska.org with "Director of Marketing" in the subject line. Open until filled.

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