Director of Development & Marketing
Job Description

Position Title: Director of Development & Marketing
Reports To: Wyoming 2-1-1 Executive Director
Location: Wyoming
Employment Status: This is an At-Will Position
Salary and Benefits: Competitive salary with health and dental insurance paid by the employer. Customary holidays and paid time off provided.

ABOUT WYOMING 2-1-1
Wyoming 2-1-1 is a part of a nationwide network of call centers that provide information and referral services to Wyoming residents. 2-1-1 is a free, confidential referral and information helpline and website that connects people from all communities and of all ages to the essential health and human services they need. Available information includes basic human services, physical and mental health resources, employment support services, educational opportunities, programs for children, youth and families, support for veterans, seniors and persons with disabilities, and support for community crisis and disaster recovery.

POSITION SUMMARY
The Director of Development & Marketing is responsible for leading the fundraising and marketing activities of Wyoming 2-1-1. This position requires dynamic and hands on leadership. The person in this role will be responsible for building and diversifying income streams, developing and growing fundraising programs as well as marketing and growing brand awareness.

The ideal candidate is motivated, professional, and organized. We are looking for someone who believes in Wyoming 2-1-1’s mission and demonstrates exceptional drive to further our existing marketing and fundraising efforts while developing and delivering new strategies for success in these areas.

ESSENTIAL JOB FUNCTIONS:

Fundraising and Donor Relations
• Participate in fundraising for general administration, programs, site development and maintenance, through donor appeals, capital campaigns, special events, etc.
• Engage and work with the executive director, board members, and staff to identify, cultivate, and solicit major donor prospects, as well as nurture relationships with current major donors
• Conduct research and work with executive director and other contacts to identify, cultivate, and solicit corporate and foundation donors and prospects
• Develop and maintain effective recognition, fulfillment, and stewardship program for all donors
• Develop and implement a planned giving program and strategy
• Manage fundraising and public awareness events
• Lead direct mail fundraising efforts
• Identify and utilize CRM system to track donor relationships, gifts, and produce thank you letters
• Maintain complete and accurate fundraising records at all times
• Convey the organization’s mission, vision, and programs to potential donors
Communications and Marketing

- Create and implement communication plans and campaigns for brand building, media relations, special events, fundraising, crisis communications and increase public engagement through promotion. Communication methods include but are not limited to newsletters, Google ads, billboard, publications/ads, radio, TV, direct mail, etc.
- Work with United Way Worldwide, State of Wyoming and others on cross-marketing email engagement and advocacy campaigns
- Update website with relevant information
- Create monthly newsletter that provides updates on our work, as well as highlighting and publicizing the work of our community-based partners
- Manage Facebook, LinkedIn and Instagram posts and news feed daily
- Ensure all databases for communication are maintained and kept up to date

Additional Duties

- Attend all scheduled staff meetings
- Initiate or perform various office tasks, special projects and other related duties as assigned
- Adhere to all operational standards, policies and procedures as set for the Wyoming 2-1-1
- Adhere to the most recent standards as set by AIRS and maintain compliance with applicable standards

EDUCATION AND EXPERIENCE:

- Bachelor's degree in business, non-profit management, or related field
- 4+ years of sales or business development experience
- Proficient with sponsorship solicitation
- Excellent computer skills
- Proficient with MS Office applications and CRMs
- Proficient with social media platforms
- Available to travel, work weekends and evenings
- Valid driver’s license

KNOWLEDGE, SKILLS AND ABILITIES:

- Outstanding personal, verbal, and written communication skills
- Customer service, communication and recordkeeping experience required
- Ability to manage multiple projects while meeting deadlines
- Solid organizational, time management and project management skills required
- Initiative and collaborative skills
- Comfortable working with people from diverse backgrounds
- Excellent rapport and relationship building skills
- Excellent public speaking skills
- Ability to work independently

PHYSICAL REQUIREMENTS:

Position consists of sitting for extended periods of time at a desk, working on a computer, and answering the telephone or standing while conducting community presentations. Occasional stooping, lifting, walking, or carrying objects will occur. Travel will be required for this position.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel classified. This job description may be revised at any time.