

OPC JOB DESCRIPTION

Job Title: Development & Marketing Officer
Status: Full Time/ Exempt Employee
Reports To: Executive Director

Summary

The Development & Marketing Officer is responsible for providing and overseeing the implementation of all fund development, communications and marketing/public relations efforts for the Older Persons' Commission.

Essential Job Functions

Planning & Goalsetting

- Work with the Executive Director to determine short and long range fundraising goals for the organization including a future Capital Campaign plan.
- Provide timely and accurate reports to the board on fundraising trends and best practices.
- Identify, cultivate and solicit new sources of funding for cash and in-kind contributions.
- Research and write grants to secure funding for vulnerable senior programming.

Donor Engagement and Fundraising

- Builds relationships with existing and new donors and encourages giving through planned giving and major gifts. Maintain a portfolio of prospects (individual, corporate, and foundations), including cultivating, soliciting, and stewarding these key donors.
- Develop and maintain a donor appreciation program, continually seeking new and innovative ways to thank and engage donors at all levels.
- Recruit and cultivate sponsorships with local businesses and other collaborative organizations for programs and events. Maintain sponsorship data which includes attaining appropriate logos to accompany all print material advertising the programs and events in the newsletter, newspaper ads, flyers, social media and all other marketing material.
- Develop and manage all special fundraising benefits for OPC programs and services.
- Act as liaison to all third party organizations/agencies interested in raising funds to support the OPC.

Marketing and External Relations

- Coordinate annual fund drive materials, electronic/social media and mailing including the annual report.
- Manage the layout and design of all fundraising, event and sponsorship materials. (Annual fund drive, sponsor forms etc.)
- Social media scheduling and post development which includes coordinating with key staff members photos/details to highlight events on FB or through Constant Contact e-blasts.
- Create and maintain list of area media and facilitate media outreach (press releases, Chamber website, etc.)
- Oversee the branding of the organization as it pertains to the newsletters, flyers, stationary, envelopes, business cards, event programs, solicitation materials and other charity communications.
- Conduct tours for new or prospective donors and community members as needed.
- Serve as speaker and presenter to external audiences as necessary.
- Attend third party events when appropriate.
- Maintain positive relationships with staff, volunteers and community members to achieve the strategic objectives for the future needs of the organization.
- Perform other duties incidental to the work outlined in this position description

Education and Experience – An equivalent combination of education, training and experience will be considered

- A Bachelor degree in administration, public relations, marketing, development, project management or related field.
- 5+ years progressive work in Fund Development, marketing communications, public or community relations and/or related fields in the non-profit sector
- Ability to manage and coordinate several projects simultaneously.
- Ability to work collaboratively with a wide range of people and personalities.
- Excellent time and project management and organizational skills.
- Excellent presentation skills (persuasion/sales/donor solicitation).
- Excellent written communication skills (grant writing, case statements, direct mail etc.)
- Flexible, diplomatic, trustworthy, creative, poised and professional.
- Enthusiastic, energetic and willing to work as a team member.
- Maintains a professional manner to interact effectively with the Board of Directors, volunteers, staff and community.
- Computer skills include Microsoft Office, Excel, donor software or comparable software experience..
- Ability to maintain confidential matters.
- Proven self-starter who works independently.

Work Environment – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, must be available to work irregular hours and occasional weekends. The noise level in the work environment is usually moderate. Ability to travel if required.

Physical Abilities - those are commonly associated with the performance of the functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Light sedentary office work. Frequently required to sit
- Physically able to travel between OPC locations and others via personal vehicle or similar.
- While performing the duties of this job, the employee is regularly required to stand; walk; use hands to handle, or feel; reach with hands and arms; climb or balance; stoop, kneel; talk or hear.
- Must be physically capable of carrying 35 lbs.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.