



Marketing and Development Director Job Description

Overview

The Director of Marketing and Development is responsible for overseeing fundraising activities for Stoney Creek Ranch, for establishing, cultivating, and maintaining relationships with donors, and for overseeing all marketing related initiatives. The Director of Marketing and Development will report directly to the Executive Director but will interact as needed with the Founder.

Roles and Responsibilities

Fundraising

- Take a lead role in identifying, soliciting, and cultivating major prospective donors, working in conjunction with the Board as appropriate.
- Research foundations and churches to approach for funding.
- Produce grant proposals annually and create follow up reports as necessary.
- Create campaign materials for use in grant applications and large donor appeals.
- Nurture current donor relationships through regular communication about SCR activities and growth via phone calls, meetings, emails, and printed materials.
- Design and execute year-end appeal (writing, producing, mailing, etc.)
- Monitor upkeep of donor database, timely tax receipting, and sincere thank you's.

Board Engagement

- Empower the Board to fundraise by providing solicitation tools (booklets, email drafts, videos, etc.) and by surveying for connections to foundation prospects.
- Connect with each Board member to encourage and facilitate strong service.



- Inform Board members of updates and invite feedback on key issues and ideas.
- Schedule Board meetings, plan agenda, and prepare materials.

Events

- Recruit Round Up Gala and Auction chairs and facilitate their involvement.
- Plan a powerful Round Up program incorporating live testimonies and video.
- Oversee execution of Round Up (underwriter letters, printed materials, favors, silent auction, volunteer involvement, billing, logistics, etc.)
- Recruit Fall Luncheon chairs and facilitate their involvement.
- Oversee execution of Fall Luncheon (underwriter letters, printed materials, favors, silent auction, volunteer involvement, billing, logistics, etc.)

Marketing

- Design and execute social media strategy to market Retreats and Urban Initiative
- Maintain MailChimp database with email addresses of donors, event attendees, group leaders, staff members, and anyone else who has indicated interest in organization
- Coordinate public relations activities to market retreat facility and Urban Initiative via news stations, radio, magazines, newspapers, yellow pages, and Google (SEO).

Gift Processing

- Manage a comprehensive database of donors in eTapestry with accurate giving history, contact information, and notes about relationships or interests.
- Handle processing of donations made via credit card.
- Log all donations into accounting spreadsheet and maintain records binder.
- Prepare and send tax receipts for all financial and in-kind donations.



- Acknowledge all gifts with written "thank you" notes (may add to bottom of tax receipt) and significant gifts (\$500 and above) with personal phone calls.
- Track soft credits for board members and Friends of Stoney Creek.
- Oversee the tracking of pledge payments and sending payment reminders.
- Produce donor reports (campaign and approach summaries, LYBNT, etc.)

Qualifications

- Bachelor's degree
- Experience in fundraising
- Experience in marketing
- Excellent working knowledge of Microsoft Suite
- Exceptional verbal and interpersonal skills
- Strong writing skills
- Effective time management skills and ability to multitask
- Ability to work well in a diverse group
- Experience measuring data and outcomes of events to determine marketing effectiveness
- Positive and collaborative attitude when managing groups and overseeing initiatives
- Experience managing and tracking donor contributions and organizing gathered data
- Demonstrated experience raising funds and examples of positive outcomes