



## **Job Announcement**

### **Director of Development & Marketing**

We are looking for an experienced and talented leader to fill the position of Director of Development & Marketing for an expanding organization. In collaboration with the Chief Executive Officer, the Director of Development & Marketing provides strategic and operational leadership for the organization's annual development and marketing efforts. The Director of Development & Marketing supervises department staff, including the Development Coordinator, Communications & Marketing Associate and Data Entry Clerk and ensures annual development programs and marketing objectives meet the organization's financial, programmatic and long-term goals. In concert with the Chief Executive Officer, the Director of Development & Marketing develops and executes comprehensive plans aligned with the organization's operational and strategic plans, including management of both annual revenue expectations (estimated at \$2 million of a \$3 million budget) and major and planned giving campaigns.

Our ideal candidate has 5+ years of experience in fundraising, plus knowledge of organizational marketing and branding, and a Bachelor's degree in business management or related field. CFRE or other fundraising certification a plus. Experience in managing both annual fund development and capital campaigns preferred. Proven leadership and problem solving skills are a must. This position reports directly to the Chief Executive Officer.

About the Placer SPCA: Placer SPCA is a private, nonprofit organization committed to enhancing the lives of companion animals and supporting the human-animal bond. Headquartered in the desirable community of Roseville, California the Placer SPCA is a progressive animal sheltering/animal welfare organization providing quality care to as many as 4,000 animals every year. In addition to satellite adoption centers in Auburn and Pet Food Express, the Placer SPCA is growing and is in the midst of opening phase one of their new campus, a twenty thousand square foot state of the art adoption and education center. Plans to embark on a capital campaign to complete the master plan are imminent (estimated at an additional \$8 million).

For more information about the Placer SPCA, and to view a detailed job description please go to our website [www.placerspca.org](http://www.placerspca.org)

Resumes and completed job application (downloaded from our website) should be sent to:

CEO  
Placer SPCA  
150 Corporation Yard Road  
Roseville, CA 95678  
Or email [ceo@placerspca.org](mailto:ceo@placerspca.org) or fax 916-782-8655.

Placer SPCA  
**JOB DESCRIPTION**

**JOB TITLE:** Director of Development and Marketing

**DEPARTMENT:** Administration

**ACCOUNTABILITY:** Chief Executive Officer

**FUNCTION:** Under the general supervision of the Chief Executive Officer the Director of Development & Marketing serves on the management team. The Director of Development & Marketing (DDM) provides strategic and operational leadership for the organization's annual development and marketing efforts. The DDM oversees department staff and ensures annual development programs and marketing objectives meet the organization's financial, programmatic and long-term goals. In concert with the Chief Executive Officer, the DDM develops and executes comprehensive plans aligned with the organization's operational and strategic plans.

**DUTIES AND RESPONSIBILITIES**

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**Member of Management Team:**

Management Team members share responsibility to establish organization wide objectives and directives and guide their implementation through the development and implementation of programs and practices that reflect Placer SPCA's mission and long term goals. In this role, Management Team members work together to:

- Establish organization wide goals and cross departmental projects and objectives\*
- Participate in the development of long range strategic planning and budget planning processes\*
- Foster team awareness of public image and issues that impact the financial, organizational, and/or professional stability of the organization\*
- Present a model of preeminent service to all stakeholders\*
- Implement the organizational objectives to conduct business through inclusive, communication and accountability

The Director of Development & Marketing maintains an awareness of trends and best-practices in fund development, marketing, communications and related activities and serves as a resource to the Executive Team in this area.

**Department Leadership:**

- Prepares and manages annual budget for the Development & Marketing Department.\*
- Develops and maintains a comprehensive dashboard which tracks Key Performance Indicators specific to fundraising and marketing activities as identified at the department, committee, and board levels.\*
- Reviews, maintains and updates gift acceptance policy as needed.\*

**Annual Fund Management:**

- Develops, implements and monitors annual fundraising strategies and associated costs including direct mail and online giving programs.\*
- Oversees processing of all donations and maintenance and integrity of donor data.\*
- Establishes and monitors annual strategies to identify mid-level donors with propensity for increased giving and works with the CEO to create donor-specific strategies for cultivation and stewardship.
- Creates and manages organization's internet fundraising program and online donor cultivation and stewardship.
- Creates and implements strategies to grow the base of donors and to increase the level and frequency of giving.\*
- Generates monthly fundraising progress reports; tracks and analyzes key growth metrics.\*
- Sets quality standards for donor services and stewardship; assures accuracy of donor records and database; assures maintenance of software and ongoing training of staff.\*
- Identifies funding needs with the CEO and Management Team via the annual budgeting process.\*
- Manages third party fundraising efforts including Community Partner Events, donation drives, car donation program and similar efforts.
- Oversees management of workplace giving campaigns including presence at presentations, managing trends in giving, and overseeing annual certification process.
- Supervises contracts with vendors and consultants as required.

**Major and Planned Giving:**

- Develops and implements strategies to meet and major donor revenue goals and grow income on an annual basis through donor upgrades and new donor acquisition.\*
- Works with team members to develop an annual campaign for major gifts, create donor benefits that strengthen relationships, attract new donors and increase support from current donors.\*
- Provides support and direction to the CEO and to board to identify potential new major gift prospects and cultivate current donors.\*
- Manages a portfolio of major and planned giving donors and prospects.
- Cultivates and carries out solicitation strategies for prospective and current major donors.\*
- Works with CEO, Board of Directors, and Management Team to identify capital/special projects for targeted fundraising requests (grants) beyond the scope of the annual fundraising plans.\*
- Works with the Planned Giving Committee to create and implement a planned giving marketing plan to promote planned giving opportunities to donors and planned giving professionals.\*

**Corporate and Foundation Relations:**

- Manages corporate and foundation grants program including the research, identification and proposal submittal to public foundations and corporations and ensures the creation of an annual grants submission and reporting calendar.\*
- Maintains positive relations with foundations and corporate supporters.
- Leads the development staff and members of the Board of Directors in securing sponsorships and other corporate gifts from businesses, corporations, and organizations for special events and projects.\*
- Identifies appropriate benefits for corporate giving and ensures public recognition and stewardship of corporate supporters consistent with their expectations.

- Ensures appropriate champions are identified within each company and provides regular communications to them as part of a formal stewardship plan.

### **Special Events & Third Party Fundraising Events**

- Works with CEO and Development staff to identify two to three key fundraising events each year.\*
- Works with Development staff in developing event budgets, timelines, and materials.\*
- Works with Development staff to develop comprehensive sponsorship packages with a range of benefits and price options.\*
- Coordinates sponsorship solicitation process including distribution of materials, invoicing and ensuring sponsor benefits are provided at levels promised.\*
- Ensures supporters and volunteers are engaged through event committees and provided with meaningful opportunities to support Placer SPCA.
- Works with Development staff to create a post-event analysis evaluating cost-effectiveness and event-specific metrics identified by the committee and/or board.\*
- Makes recommendations to the CEO, committees, and Board of Directors about event life spans, etc.
- Implements a program which encourages community groups and individuals to raise funds and host in-kind drives/events for Placer SPCA including maintaining an application, procedures for approval, and providing appropriate level of support.\*

### **Board Relations:**

- Attends the meetings of the Board of Directors and, as needed, meetings of other Board committees.\*
- Supports the CEO and Board of Directors in board gift solicitation and individual stewardship.\*
- Works with individual Board Members to ensure that they are participating in the fundraising efforts of the organization as ambassadors, donors and stewards of Placer SPCA.
- Maintains current documentation of board fundraising engagement which tracks personal donations, corporate support, event participation and key relationships with other funders.\*

### **Marketing**

- In collaboration with the CEO, functions as an organization resource for marketing and branding efforts including strategy development, image consistency, etc.\*
- Oversees the creation of internal and external marketing materials and ensures a consistent organizational image.\*
- Works with Marketing staff in developing and producing a quarterly newsletter.
- Oversees management of organization website including timely updating of content, and regular review of static content.
- Works with Marketing staff to ensure efficiency of organization social media sites (Facebook, Twitter, Instagram, etc.) including content calendars, strategy, and oversight.
- Works with Marketing staff for distribution of monthly organization e-blasts, as well as periodic updates of interest to Placer SPCA supporters.
- Works with Marketing staff in maintaining and growing email list and segmenting lists for targeted communications.
- Responsible for verifying image consistency in all organization external materials.

- Provides marketing support to the management team with regard to brand integration, social media coordination and community relations efforts for the organization's programs including animal welfare, education and Thrift Store programs.

#### **Employee Management and Supervision:**

- Recruits, trains, supervises and mentors development and marketing staff, volunteers and interns.\*
- Establishes performance goals and objectives, monitors performance, and initiates feedback for employees.\*
- Conducts performance reviews, writes and presents performance improvement plans.\*
- Communicates management's position, organization information, and work changes to employees and carries out company policies and practices as delegated.\*

**\*=Essential Job Function**

#### **QUALIFICATIONS**

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- Bachelor's degree required in Marketing, Business Administration, or related field and six to eight years' experience with a proven track record of marketing and raising funds via multiple development methods for a nonprofit organization.
- Experience in developing comprehensive fundraising programs and initiatives that include annual and special events and major giving programs. Demonstrated ability to write grants.
- Proficiency with donor software program/management (Raiser's Edge preferred).
- Exhibits strong attention to detail, ability to analyze information and is results driven.
- Prior successful experience managing and securing major gifts and planned gifts in a non-profit environment.
- Successful management and supervisory experience.
- Excellent oral and written communication skills.
- Excellent organization and time management skills.
- High ethics, initiative, and creativity.
- Effective presentation and public speaking skills.
- Ability to work well under pressure while modeling professionalism to staff and volunteers.
- Ability to establish and maintain positive working relationships with the community and others, including a culturally diverse general public, high-level corporate executives, internal and external customers, and volunteers.
- Association of Fundraising Professionals (AFP) membership preferred.
- Experience in an animal welfare environment preferred.
- Ability to lift supplies up to 25 lbs up to waist height.
- Possess a valid California Driver's License, reliable transportation, and proof of current auto insurance.
- Must be in good physical and mental health with no allergic condition that might be aggravated by exposure to animals.
- Excellent working knowledge of software applications including Word, Access, Excel and Publisher. Must also have experience managing a donor database/software.

**WORKING CONDITIONS**

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- 40-hour work week, including weekends and evenings as scheduled, with intermittent overtime and/or evening work at sites away from the Shelter
- Compliance with current PSPCA Employee Policy Manual.
- Frequent contact with the public in a fast-paced and changing work environment, which may at times be stressful or emotionally charged.
- Exposure to dead, sick, injured, unruly, vicious and/or dangerous animals and intermittent exposure to parasites and infectious diseases.
- Willingness to attend training programs to upgrade skills as needed.

The Placer SPCA is an Equal Opportunity Employer.

**The PSPCA reserves the right to revise or change this job description as necessary or as business requires. This job description does not constitute a written or implied contract of employment.**

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Date

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Employee Acknowledgement