

Job Title: Development & Marketing Director

Department: Development & Marketing

Reports to: Executive Director

Status: Full Time, Exempt

Salary: \$50,000 - \$60,000, based upon education & experience, with benefits.

Position Summary:

Responsible for the creation and implementation of all development and marketing initiatives and activities for Habitat for Humanity of Frederick County, MD. This position reports directly to the Executive Director, working collaboratively with the Board of Directors, staff, committees, volunteers and other community members to meet annual revenue goals through individual donations, major gifts, fundraising events, project sponsorships, grants and other fundraising methods. This position also oversees all marketing and communication efforts, utilizing the power of the Habitat for Humanity International brand in sharing the local work of this affiliate through digital & mailed communications, media & community interactions, and all front-facing collateral.

Essential Duties:

- Design and implement a multi-faceted development plan that broadens the organization's philanthropic support from individuals, businesses, foundations, churches, and other revenue streams.
- Implement strategies to attract new donors, enhance donor retention and cultivate donors of all kinds to higher levels of support by engaging them with the work of the organization. This includes personal cultivation and solicitation of donations, as well as utilizing key staff and volunteers.
- Develop, implement and track a strategic marketing plan with quantifiable and qualitative goals.

Other Key Responsibilities:

- Professionally represent the organization to donors, volunteers, community leaders, civic organizations and the media, building strong relationships throughout the community to further the work of Habitat.
- Serve as a member of the organization's Leadership team, working collaboratively with fellow Directors to set organizational goals, budgets, and strategies for the organization's growth and success.
- Serve as staff liaison and active member of specific committees, including but not limited to major event committees, Development Committee, Marketing Committee and Board of Directors as needed.
- Ensure all donor, prospect and gift information is processed, acknowledged, recognized, designated, and reported on in an accurate, meaningful and timely manner and utilized strategically for appeals and outreach.
- Oversee grant management for the organization, including identifying and evaluating grant opportunities with funding needs, ensuring applications and subsequent reporting is completed on time and with utmost quality.
- Develop and manage the organization's marketing, utilizing digital, social media, print and media outlets, to strategically reach a variety of audiences with a variety of message all centered on the organization's provision of affordable home ownership to the local community.
- Uphold the Habitat for Humanity International brand guidelines, leveraging the larger brand and messaging to communicate the local work in the Frederick community.
- Build, maintain and coordinate professional relationships with vendors necessary to complete marketing and development tasks.
- Other duties and assignments as determined by the Executive Director.

Office Location: 117 East Church Street, Frederick, MD 21701 tel (301) 698-2449 fax (301) 698-1697

ReStore Location: 917 N. East Street, Frederick, MD 21701 tel (301) 662-2988

info@frederickhabitat.org www.frederickhabitat.org

Qualifications & Requirements:

- Bachelor's Degree or equivalent experience required; Master's Degree in a related field and/or CFRE designation highly valued.
- Five years or more of successful experience in fundraising with a proven record of accomplishment in cultivating donor relationships, individual giving, grants management and volunteer management.
- Superb written, verbal and interpersonal skills to represent Habitat for Humanity in a professional manner.
- Ability to work in a fast-paced team environment, juggling multiple priorities and assignments strategically.
- Ability to create compelling materials to enable the public and donors understand the work of Habitat for Humanity and its impact on the local community.
- Commitment to the mission and vision of Habitat for Humanity of Frederick County and a willingness to work passionately to provide affordable homeownership solutions to local residents.
- Commitment to the fundraising Code of Ethical Standards and Donor Bill of Rights.
- Knowledge and/or experience of the local community strongly valued.
- Some evening and weekend work required for special events and projects.

To Apply:

Send resume and cover letter to info@frederickhabitat.org