



Development & Marketing Director

The Development & Marketing Director is responsible for all areas of development and marketing for ANEW Place. Reporting to the Executive Director, the Development & Marketing Director is responsible for achieving the organization's fundraising goals and for creating and maintaining a positive marketing presence in the community. This role is responsible for planning, coordinating, implementing, and evaluating all fundraising activities.

The Development & Marketing Director is a full-time, salaried position including vested paid vacation and personal time. This position directly supervises the Outreach Coordinator.

Development Responsibilities:

- Create and implement an annual development plan and strategy.
- Train, lead, and coordinate other staff, volunteers, and Board members to support fundraising efforts and campaigns.
- Cultivate and grow current and potential individual, corporate, and foundation donors.
- Manage annual giving campaign, including solicitation, stewardship, and retention via newsletters and other updates.
- Research and write grant proposals for corporate and foundation grant funders.
- Conceptualize, implement, and supervise all fund raising special events, and create new annual fund raising events.

Marketing Responsibilities:

- Oversee marketing initiatives and public relations strategies carried out by Outreach Coordinator.
- Ensure articulation of organization's desired image and position.
- Supervise the design and distribution of all marketing materials, including quarterly newsletters, brochures, special events materials, and e-marketing.
- Supervise the writing of all press releases and the maintenance of all web updates.
- Support Outreach Coordinator in creating a plan for volunteer acquirement and retention, including appreciation events.

Qualifications:

- Bachelor's degree preferred.
- Minimum 2 years prior fundraising experience. Demonstrated ability in fundraising techniques, including face-to-face solicitations and prior work in creating and managing annual development plans preferred.
- Leadership capabilities to manage and motivate a team to achieve a goal.
- Computer savvy with ability to quickly learn new software programs.
- Positive attitude, flexibility, strong organization skills, and great attention to detail.
- Strong verbal and written communication skills and demonstrated ability to write clearly and persuasively. Experience in grant writing, a plus.
- Ability to work well autonomously and as part of a team.
- Experience in special event planning, a plus.
- Ability to maintain composure under pressure and exercise good judgment.
- Compassion for the homeless population in Vermont. Prior experience in human services, and knowledge of Vermont community and services, a plus.