

## **CASI JOB DESCRIPTION**

**POSITION TITLE:** Director of Marketing and Fundraising

**Reports to:** President / Chief Executive Officer (CEO)

**Directly Supervises:** Marketing Department Staff

### **I. GENERAL RESPONSIBILITIES**

- A. Participates as a member of the management team
- B. Provides leadership and management to the marketing department
- C. Insures that CASI's mission and vision is advanced by increasing the public awareness of its mission, services and programs and by developing and sustaining strong financial support from the community.

### **II. DUTIES / PERFORMANCE OBJECTIVES**

- A. Enhance CASI's visibility in the community by:
  - 1. Developing and implementing a comprehensive marketing plan.
  - 2. Provide vision, strategy and direction of all marketing activities including branding, general marketing, public relations and special events.
  - 3. Keeping the public informed about activities and events by maintaining good relationships with the print and electronic media and insuring that CASI receives frequent and favorable press.
  - 4. Assisting the President/CEO as a community liaison.
- B. Increase the financial resources of CASI by:
  - 1. Working with the President/CEO to plan and implement a sponsorship/fund development program.
  - 2. Identifying potential sponsor/prospects, researching and segmenting sponsor/prospect needs, interests, and goals with the CASI's needs, developing a plan for contact, and coordinating the solicitation of all prospects.
  - 3. Participating in planning and coordinating annual appeals.
  - 4. Providing direction and oversight of special events.
  - 5. Managing the marketing and fundraising department budget.
- C. Diversify funding sources by:
  - 1. Assisting other staff in defining potential funding sources for specific needs.
  - 2. Writing and/or assisting other staff and volunteers to secure foundation and corporate grants as appropriate.

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- D. Improve the operations by:
  - 1. Keeping abreast of professional trends through a review of literature and attendance at professional meetings and workshops.
  - 2. Recommending appropriate policies and procedures which improve the operation's effectiveness.
  - 3. Developing and managing the marketing and fundraising budget.
  - 4. Participating as a member of the management team.
  - 5. Acting as staff liaison to the Marketing Committee of the Board of Directors.
- E. Other activities and duties as assigned by the President / CEO.

### **III. RELATIONSHIPS AND CONTACTS**

- A. Supervisory Relationships
  - 1. Accountable to the President / CEO.
  - 2. Provide supervision, guidance and direction to marketing staff and volunteers.
- B. Organization Relationships
  - 1. Works with all staff to support delivery of services to participants, members and clients.
  - 2. Works with all staff as needed in accomplishing required duties and responsibilities.
  - 3. Exhibits a sensitivity to working with older adults, especially those who may have physical and/or cognitive limitations.

### **IV. EXPERIENCE, SKILL AND EDUCATION REQUIREMENTS**

- A. Bachelor's degree in Marketing or a related field with an emphasis in journalism, communications, marketing, fund development or a relevant field.
- B. Track record in raising funds in the not-for-profit sector.
- C. At least five years' experience in fund development and marketing.
- D. Knowledge and experience with constituency development and cultivation, donor solicitation strategies, proposal writing, direct mail, special events, planned giving, estate planning, capital campaigns, and gift processing, management and reporting.
- E. Supervisory experience in a not-for-profit setting and ability to provide leadership and supervision to volunteer workers and staff.
- F. Knowledge and experience in developing marketing materials, and in communicating effectively, both written and verbal.
- G. Knowledge and experience in working with fund development and desktop publishing computer programs.
- H. Strong social media skills.

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- I. Brand development experience.
- J. Experience with developing and implementing a comprehensive marketing plan.
- K. Experience working with major donors.
- L. Strong computer skills.
- M. Ability to work with minimal supervision and pay attention to details.
- N. Must demonstrate ability to coordinate, manage and perform job duties in a complete and organized manner.
- O. Requires an ability to establish and maintain good effective working relationships with staff, clients and community agencies and resources.
- P. Ability to function in a busy environment with multiple distractions in a professional and positive manner.
- Q. Must demonstrate personal maturity in handling problems and resolving conflicts.
- R. Valid Driver's License.

### **V. Pay, Work Day and Benefits**

This position is full time, 40 hours per week. It is classified as exempt from overtime. This position may be required to work nights and weekends, as required by the job responsibilities. Salary is to be set by the CASI President. Benefits are outlined in the CASI Policy and Procedure Manual. CASI is an equal opportunity employer.

I understand the duties of the Marketing Director and agree to follow them as required by the Center for Active Seniors, Inc.

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Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
President/CEO

\_\_\_\_\_  
Date