



POSITION: DEVELOPMENT & MARKETING MANAGER

REPORTS TO: Executive Director

SALARY: \$50,000 - \$60,000

PRIMARY FUNCTIONS:

Make our solid relationships and strong brand even better as we work toward our vision of a thriving community for all.

Identify and secure philanthropic and grant support for Greater Des Moines Leadership Institute from individuals, corporations, foundations and other entities to support programming, operating needs, capital needs, endowment growth, and financial sustainability.

Lead efforts to build and manage the Leadership Institute's brand and all aspects of marketing and communications in order to raise awareness and understanding of the organization and its mission.

Collaborate with executive director, staff, board members, and volunteer leaders to implement the fund development and marketing/communications strategies.

RESPONSIBILITIES:

Fund Development – 75% of time

1. Annually develop and implement a comprehensive development plan with targeted goals, strategies, outcomes, and timeframe to achieve budgeted fundraising goals.
2. Secure general operating and capacity building grants.
3. Oversee and guide implementation of events - fundraising, awareness building, and educational.
4. Oversee major gifts fundraising strategies for renewal and upgrade of donor support as well as future gifts.
5. Investigate and initiate program partnerships and strategic alliances that will increase avenues of support and extend the Leadership Institute's brand in the community.
6. Work closely with program staff in order to enhance awareness of programmatic needs for funding, ensure accurate reporting, and comply with donor expectations.
7. Oversee database management including gift recording and acknowledgment, tracking and reporting.
8. Implement evaluation procedures, reports, and dashboards to assess trends and analyze fund development efforts.

Marketing & Communications – 25% of time

1. Develop and execute a comprehensive marketing plan that includes events, media relations, press releases, social networking, annual report, website, newsletters, and branding.
2. Grow positive awareness of the organization and its brand, to strengthen its reputation with alumni, current participants, funders, and the Greater Des Moines community.
3. Manage the production and distribution of quality ancillary materials that support development and marketing goals.

Overall

1. Develop and monitor annual budget for development and marketing/communications with realistic, data-supported revenue and expense projections.
2. Assist with the cultivation of civic organizations, the Board of Directors, corporate, foundation and business representatives via presentations and volunteerism.
3. Participate actively as a member of the Greater Des Moines Leadership Institute Team.
4. Complete other duties as assigned.

Qualifications:

1. Bachelor's Degree (preferred) and at least 5 years experience in marketing and/or development.
2. Documented experience with nonprofit fundraising, marketing, and social media.
3. Excellent oral and written communication and interpersonal skills.
4. High energy, outgoing, team player, and a passion for Greater Des Moines Leadership Institute's mission to develop, connect, inspire, and challenge community champions through life-changing leadership experiences.
5. Working mastery of computer programs including Microsoft Word, Power Point and Excel, and familiarity with fundraising databases such as Raisers Edge, Sales Force, Wild Apricot, Bloomerang, etc.

Submit a resume and cover letter to Amy Jennings, executive director, at ajennings@gdmli.com.