



Director of Development & Marketing

Overview: The Director of Development & Marketing develops and executes strategies generating contributed and earned revenue ensuring the growth and sustainability of Washington Business Week (WBW). The director leads annual comprehensive communications and development plans to meet WBW's educational workforce development mission. The director identifies key performance indicators ensuring proper financial and enrollment progress and growth.

Working with the Executive Director and management team, the position contributes to the development and implementation of organizational strategies, policies and practices.

Primary Duties and Responsibilities:

Fundraising

- Develop and execute WBW's annual fundraising plan generating contributed and earned revenue.
- Secure financial support from alumni, individuals, foundations, and corporations.
- Formulate and implement strategies for prospect identification, evaluation, cultivation, solicitation and stewardship.
- Provide training and active support for all others involved in cultivating, soliciting, and stewarding gifts.
- Manage donor and gift information via Donor Perfect and the business office to ensure accurate tracking, communications, and follow up.
- Develop and maintain ongoing relationships with all current and prospective donors personally soliciting support.
- Develop, implement, and oversee special fundraising events.
- Prepare reports summarizing and analyzing fund development activities.
- Oversee WBW grant-seeking program, including research, relationship-management, grant calendar, grant solicitation and reporting.
- Develop and manage related portions of Board approved budgets.
- Other responsibilities as opportunities develop

Marketing

- Collaboratively develop relationships necessary to provide effective stewardship and ongoing communications with organizational stakeholders
- Communicate WBW's strategic priorities, emphasizing the immediate and long-term needs.
- Plan and execute initiatives to reach target audience through appropriate channels.
- Develop and implement social media strategies segmenting communications to various stakeholders.
- Serve as the organizations webmaster.
- Represent WBW at special functions, as needed.

Reporting Relationship: This position reports to the Executive Director

Desired Personal Characteristics:

Dynamic, energetic, effective fundraiser with a passion for youth, leadership education, entrepreneurship, and WBW's mission in particular. Possess a significant track record of success with all aspects of fundraising, including developing and executing strategic fundraising plans, securing five and six figure gifts, and serving as a coach and leader to manage a development team. Strong thought partner who can collaborate closely with WBW's Executive Director and Board on creating and implementing fundraising strategies as well as donor-specific solicitations and stewardship plans.

Qualifications

- BA (required), MA (preferred).
- Five plus years related work experience, preferred fundraising in a management position.
- Demonstrated excellence in organizational, managerial, and communications skills.
- Excellent computer skills including MS Office suite and social networking tools
- Ability to travel overnight, as needed
- Reliable transportation, valid WA driver's license and verify current proof of insurance (WBW will reimburse mileage)
- Annual background check of criminal history information through the WSP

Preferred

- Knowledge of the Puget Sound region philanthropic community.
- Experience working with fundraising software, specifically Donor Perfect.
- Demonstrated experience fostering and building effective coalitions in business/education communities.

COMPENSATION: Salary is commensurate to education and experience.

BENEFITS included are as follows:

- **Vacation.** 12 days of paid vacation are accrued per year, increasing after 3 years.
- **Sick.** 12 days of paid sick leave are accrued per year.
- **Health Insurance.** Health, vision and dental insurance are provided by the foundation following a 60 day waiting period. This is coverage only for the employee. Dependents may be added at a cost to the employee.
- **Holidays.** 9 paid holidays plus 1 personal day per year for all employees.
- **Retirement.** 401-K program is available. Eligibility would occur at the next entry date following 12 months of employment

All benefits are subject to change and/or elimination as determined by the Foundation.

TRAVEL: The person in this position will travel frequently within the state, including overnight travel. Applicant must provide own transportation and will be reimbursed mileage.

APPLICATION PROCESS:

Interested candidates can go to <https://apply.coolworks.com/wbw/job-list.asp> for full job descriptions and to apply on-line.

The Foundation for Private Enterprise Education is an equal opportunity employer.