



Development and Marketing Director Position Description – 2017

Job Title: Development and Marketing Director

Job Site: Edwards, CO

Reports to: Executive Director

Employment Term: Full Time, Year Round

Employment Start: November 15, 2017

Organizational Overview

Founded and headquartered in Colorado's Vail Valley, SOS Outreach is a leader nationally among youth development nonprofits. Since 1993, SOS Outreach has transformed the lives of over 50,000 youth across the country by delivering long-term life skills development to underserved youth through progressive outdoor programs, providing value to the communities where we operate. SOS programs are unique in their use of adventure sports, adult mentorship, service learning, and leadership development to engage 5,000 participants annually across 15 current locations for future success.

Development and Marketing Director Responsibilities

This is a senior development position managing a major gifts portfolio and implementing a program of prospect identification, cultivation, solicitation, and stewardship for gifts over \$5,000. Planned giving and annual fund responsibilities also will be associated with this position. SOS Outreach has current revenues of \$1.3 million cash and more than \$3.0 million of in-kind donations annually. This position reports to the Executive Director and will be an integral component of the leadership team. The position will be focused on increasing the resources available for the achievement of the organization's mission.

The Development and Marketing Director will lead aspects of fundraising. This individual will manage a current team of two including the Business and Development Coordinator and Development Coordinator. Responsibilities include, but are not limited to: individual donor development, database management, donor communication and fulfillment, donor research, donor cultivation, sponsorship solicitations, special event development and public relations. The position will be a full-time position based in Edwards, Colorado.

Fundraising Outreach (65%)

- Lead in the design and implementation of a comprehensive fundraising plan for the organization.
- Oversee the management of existing and new relationships with corporate, foundation, and philanthropic partners, ensuring their needs are met and they are engaged at a meaningful level. Personally build relationships that result in support for existing and new programs.
- Leverage the time and effort of the Executive Director and Board of Directors, identifying and implementing creative strategies to enlist and motivate them to facilitate prospect introductions, attend meetings, and enthusiastically participate in development activities.
- Devise and implement overall grant strategy, overseeing proposal and grant reporting, coordinating support materials across teams for submissions. Work with foundation team

members, staff and volunteers to identify interests, affiliations and capacity of major gift prospects.

- Manage a portfolio of 100 to 150 of donors and prospects, and provide stewardship to donors in the portfolio, opening 20-40 new proposals per year.
- Create cultivation, solicitation and stewardship plans for all assigned prospects and donors.

Fundraising Program Management (15%)

- Identify prospects.
- Develop a strategy for cultivation and solicitation.
- Prepare proposals.
- Manage solicitations.
- Interact with donor's financial and legal advisors.
- Some or all functions of prospect research.
- Promote planned giving opportunities to prospects and donors.

Administrative (10%)

- Oversee certain giving and donor relations programs, data entry, gift processing, donor stewardship, and additional aspects of the organization's constituent relations software.
- Determine annual giving goals and associated budget working with Executive Director and Board.
- Develop case statement(s).
- File and desk management that allows easy access to information and files.
- Prepare and/or supervise financial fundraising reports for Executive Director and Board of Directors.

Marketing (10%)

- Responsible for community development and marketing across the organization to support program expansion in Colorado and Nationally through e-newsletters, social networking, contact management, press releases and collaborative exploration. Marketing plan will focus on increased donor retention and creating a systematic approach to management.
- Focus on effective communication and solicitation activities within specific campaigns identified as having potential for the greatest growth.
- Create engaging story-telling opportunities to highlight the impact of SOS Outreach programs with supporters.

Qualifications and Requirements

The Development and Marketing Director will be thoroughly committed to SOS Outreach's mission. All candidates should have proven leadership, fundraising, coaching, relationship management and program development experience. Experience and other qualifications include:

- Track record of developing and implementing a fundraising plan.
- Five years+ of fundraising experience with increasing responsibilities.
- Ability to lead and motivate staff, board of directors and volunteers.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning.
- Ability to work effectively in collaboration with diverse groups of people.
- Sophisticated knowledge of successful fundraising principles and practices, major gift solicitation, and ethical professional standards.
- Ability to apply sound judgment and conduct oneself professionally and with integrity.
- Ability to strategize, formulate and close gifts, along with a talent for motivating donors.

- Strong interpersonal and problem-solving skills, together with the ability to listen to colleagues and donors with tact in dealing with potential areas of conflict.
- Ability to be discreet and handle sensitive and confidential information in a responsible manner.
- Knowledge of prospect research techniques and an ability to successfully utilize those techniques.
- Strong presentation, negotiation and decision-making skills.
- Strong organizational skills and high-level attention to detail.
- Ability to work under pressure, effectively plan the workload, and meet assigned objectives independently.
- Proficiency in the use of personal computers and routine software applications (experience with Microsoft Office products, email, internet, and Adobe Acrobat are preferred).
- Knowledge and proficiency in the use of a fundraising/alumni database.
- Ability to work nights, weekends, and travel out of town as necessary in order to meet with donors and prospective donors.

Preferred qualifications:

- Successful major gifts fundraising (\$5,000 to \$1 million+) and donor moves management.
- Effective cultivation and solicitation strategist.
- Success with planned giving.
- Experience with endowment campaigns.
- Established relationships with major donor prospects in the Vail Valley and Denver area.

Compensation

This is a full-time, salaried, exempt position that includes a competitive benefits package featuring medical, dental, and vision insurance, combined PTO, holidays, retirement matching, and a mountain season pass. Annual salary is projected to be \$62,000 - \$72,000 based on experience.

This position provides an opportunity to empower underserved youth to thrive and to support a strategic transition in the organization. You will be challenged, learn, be on the leading edge of youth development work, have fun, be frustrated on occasion and inspired often. More than anything, you will make a significant difference.

How to Apply

Please submit resume and cover letter to jobs@sosoutreach.org. Applications will be accepted through Monday, October 9, 2017 or until position is filled.

For more information about SOS Outreach, please visit www.sosoutreach.org.

SOS Outreach is an Equal Opportunity Employer.