

Job Description
DIRECTOR OF DEVELOPMENT & MARKETING
NATIONAL COUNCIL OF JEWISH WOMEN – ST. LOUIS SECTION

- I. **Job Title:** Director of Development & Marketing
- II. **Reports To:** Executive Director
- III. **Direct Reports:** Marketing Manager
Resale Marketing Manager
Membership & Development Associate
- IV. **General Objective:** Provide leadership and vision to implement strategies that strengthen NCJWSTL's development opportunities and marketing reach in the community.
- V. **Position Description:** The Director of Development and Marketing is an executive leadership position responsible for the design and implementation of a complete development and marketing program to successfully increase individual, corporate, foundation, government and community support and broaden awareness of NCJWSTL. The Director and department are responsible for raising 60% of the annual operating budget of NCJWSTL. The Director is responsible for ensuring the growth of NCJWSTL's fundraising/campaign portfolio including individual and major gifts, special events, grants, in-kind contributions and planned giving along with increasing internal and external communications and membership.
- VI. **Specific responsibilities include:**
 - A. Development
 1. Create and manage execution of the annual development plan aligned with the annual budget.
 2. Contribute to strategic planning and long range fundraising goals
 3. Plan and produce special events that are designed to achieve income and community awareness objectives. Current annual events include the Spring Luncheon, Trivia Night and the Men's Event.
 4. Increase and strengthen individual, corporate and foundation giving.
 5. Manage a strong cultivation and stewardship program for all donors.
 6. Act as lead staff to the Personal Solicitation committee.
 7. Provide leadership direction and oversight to the Membership & Development Manager.
 8. Work with Data Analyst to create data to support initiatives.
 9. Work with the Board and Volunteers to achieve fundraising goals.
 - B. Marketing
 - I. Create an annual marketing plan with the CEO and Director of Retail Operations that is strategic and includes an integrated marketing and

communications strategy to build brand positioning and familiarity for NCJWSTL and The Resale Shop.

2. Assure that all marketing includes internal and external communication, spokesperson training, website content, digital media and collateral print materials.
 3. Review all materials prior to printing/publishing
 4. Assure that all printing and advertising meets our branding standards
 5. Oversee the updating and maintenance of records on all members, donors and supporters
 6. Provide leadership direction and oversight to the Resale Shop Marketing Manager and the Marketing Manager.
 7. Ongoing evaluation of marketing tools with recommendations as needed
- C. Membership
1. Supervise the Membership & Development associate.
 2. Manage the annual dues billing process
- D. Attend NCJW Executive Team and Board meetings and other meetings/programs as may be required.
- E. Represent NCJW at community meetings/collaborations as necessary.
- F. Manage other projects as assigned.

VII. Qualifications include:

- A Bachelor's degree
- At least five years relevant experience in development and marketing
- Proven success record in raising resources of at least \$1M annually
- Strong organizational skills.
- Must be highly organized, flexible, detail oriented, self-motivated and familiar with multiple software applications.
- Excellent written and verbal communications skills.
- Experience working with volunteers preferred.
- Ability to work collegially on a team and with an entrepreneurial spirit.
- Must be proficient in MS Office and DonorPerfect.
- Must be comfortable representing NCJW in a variety of community coalitions and collaborations.
- Evening and weekend availability

This is a full-time exempt position. Benefits include health, dental and vision insurance, life insurance, PTO. Some evening and weekend work is required.

NCJW-St. Louis is an equal opportunity employer.