

NEW RIVER VALLEY AGENCY ON AGING

POSITION TITLE: DEVELOPMENT AND MARKETING MANAGER

REPORTS TO: EXECUTIVE DIRECTOR

PROVIDES SUPERVISION TO: Volunteer Coordinator (Part-time position)

POSITION REQUIREMENTS:

- This position requires adherence to strict confidentiality guidelines in regard to any client related information along with following the Agency's policies on privacy protection.
- Must have a valid driver's license.
- Must be able to lift up to 50 pounds.

JOB SUMMARY: Under the general supervision of the Executive Director and working closely with the Director of Finance, the Development and Marketing Manager will work to develop and strengthen the organization's relationships with supporters. Working with the Executive Director and the Director of Finance, the Development and Marketing Manager will develop and implement the agency's donor cultivation, fundraising, business opportunities and marketing strategies while upholding the mission, values and reputation established by the New River Valley Agency on Aging. The Development and Marketing Manager also develops and secures grant opportunities and coordinates and assists with grant writing as needed.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED FOR POSITION:

- Knowledgeable and sensitive to the needs and issues of the aging population and able to effectively communicate services provided by the NRV AoA.
- Possess a thorough understanding of non-profit management and relationship to resource development activities.
- Ability to plan, organize and monitor development process, have attention to detail, and creativity in preparation for solicitations.
- Ability to think creatively and strategically; and articulate well
- Ability to foster a teamwork approach with co-workers and relate effectively and courteously with the general public, community agencies and organizations and the business community
- Excellent oral and written communication skills and interpersonal skills.
- Ability to do journalistic writing
- Strong computer competency
- Demonstrates knowledge of Agency's policies and procedures and confidentiality standards
- Knowledge of the New River Valley community in relation to locating donors who may be supportive of the NRV AoA's mission
- Ability to collect and analyze data and prepare and present reports

EDUCATION AND/OR EXPERINCE LEVEL:

- Education: Bachelor's degree in Management, Marketing, Communications or related field required.
- Experience in the non-profit marketing and fundraising field with knowledge of gerontology is required.
- Proven ability to raise funds in a nonprofit environment required.
- Business development experience is preferred.

DUTIES OF THE POSTION:

Resource Development

- Develop and implement a development plan that includes strategies and goals
- Develop appeal letters and materials for annual donor campaign and any other targeted giving campaigns
- Provide oversight and leadership of NRV AoA fundraising activities
- Support the Executive Director in identifying and cultivating major donors; and assist in preparing solicitation strategies for prospects
- Analyze information from donor database
- Develop and secure grant opportunities and coordinate and assist with grant writing as needed
- Develop relationships to obtain opportunities for new donors and funding streams
- Actively pursue relationships with business organizations and civic groups to acquire financial, in-kind and volunteer support for the NRV AoA
- Assist in hiring, orientation, training and supervision of employee supervised in the position.
- Other duties as directed by the Executive Director

Marketing and Community Relations

- Assist in planning of any event that highlights agency services and needs
- Secure and perform speaking engagements with community organizations, businesses, etc.
- Participate in related community groups, organizations, etc. to maintain professional relationships and networking
- Promote NRV AoA services, activities, and events in the community through the use of local media and social media
- Provide leadership and oversight in developing marketing materials, and other materials or communication tools to ensure that public materials are professional, uniform and consistent with the NRV AoA branding image
- Responsible for coordinating all marketing research, marketing strategy, advertising, promotion and pricing analysis
- Other duties as directed by the Executive Director

