



PO Box 2600, Homer, AK 99603

907-235-0541

Job title	Development and Marketing Director
Reports to	Executive Director

Working collaboratively with all foundation staff, the Development and Communications Director supports the mission and day-to-day operations of Homer Foundation. This position reports to the Executive Director and works in close collaboration with the Board of Directors and most closely with the Development Committee. This position focuses on relationship-building, fund-raising, and leading effective communication. This position is the keeper of the brand.

Duties and responsibilities

FUNDRAISING

- Provide exemplary donor relationship and recognition.
- Provide donor-focused administrative coordination to the Board and Executive Director, including setting up donor meetings.
- Effective and regular use of donor database to track and cultivate donors and prospects.
- Conduct new donor research and solicitation.
- Track fundraising metrics for the Executive Director, Development Committee, and Board.
- Gather information to be used to engage donors and to perform pertinent outreach activities.
- Manage and grow relationships with individual, corporate, business, and prospective donors, including, when appropriate, a direct solicitation.
- Support grant proposal development and reporting as appropriate.
- Execute the Foundation's mail and electronic fund-raising plan.
- Working as a part of a team, plan, develop, and implement Homer Foundation's annual Halibut Cove Live and other fundraising events including promotions.
- As a team, develop and implement an annual plan based on a multi-year Development Strategy; track and report progress using specific metrics.

COMMUNICATIONS

- Collect stories about donors and grant impact to use to tell the foundation's story.
- Create cost-effective, professional media to promote the work of the foundation.
- Draft written communications, including print and online newsletters, press releases, outreach material, and fundraising material.
- Develop and manage the Foundation's social media program.
- Represent the Foundation in the community and promote public understanding of the Foundation including public speaking engagements.

- Organize and manage donor/community outreach events such as the Annual Meeting and the Annual Picnic
- Develop new outreach ideas to touch new markets in the Foundation's service area.
- Establish and maintain positive relationships with area businesses and organizations.

GENERAL

- Provide input towards the development of the annual budget.
- Organize, manage, and attend Development Committee meetings
- Attend the Board of Directors' monthly meetings when necessary.
- Maintain development and marketing supplies.
- Participate in weekly staff meetings.
- Perform errands that assist daily functions (Post Office, etc.)
- Greet visitors to the office and on the phone.
- Other duties as assigned and required by Executive Director.

KNOWLEDGE, SKILLS & ABILITIES

- Ability to be collaborative
- Passion and commitment to nonprofit service
- Have demonstrated skill with office technology including, PCs, Outlook, Office, Word Press, video editing software, etc.
- Ability to maintain and establish relationships across a broad spectrum of personalities.
- Ability to think ahead, propose new ideas, be willing to adapt, and be proactive with addressing challenges or changing priorities.
- Successful experience working in a small office group.
- Excellent and creative verbal, writing, storytelling, and interpersonal skills.
- Ability to take initiative, manage multiple tasks, have great attention to detail, and have superb organizational skills.

Physical requirements:

The position works both in an office environment and in public places as needed. Physical requirements of this position include the following: While performing the duties of this job, the employee is required to have ambulatory skills sufficient to move about the office and visit other locations, and the ability to stand, walk, stoop, kneel, crouch, and manipulate (lift, carry, move) light to medium weights of 10 -50 pounds. Requires good hand-eye coordination, with arm, hand, and finger dexterity, including the ability to grasp, and visual acuity to use a keyboard. The employee frequently is required to sit, reach with hands and arms, talk, and hear.

A well-qualified candidate will possess a four-year degree in communications, marketing, nonprofit management or a related field and 2 years in a related position; a two-year degree in communication, marketing, nonprofit management or a related field and 3 plus years of related experience; or other education and experience that provides the skills to succeed in the position.