

Director of Marketing and Fundraising

Sonoma County, California and Remote

About IHAN:

Integrative Healers Action Network is an emergency and disaster response organization comprised of a range of integrative health practitioners. Our Mission is to provide acute and long-term care to communities impacted by emergency situations by providing integrative healing modalities through systems that bridge medicines and organizations. In 2019, we signed a partnership agreement with the American Red Cross to bring disaster care to those displaced in Red Cross shelters.

Who this position is for:

An individual excited about trauma informed disaster care. Someone who is passionate about integrative medicine and how it can improve quality of life in those suffering due to trauma. The ideal candidate is flexible, grounded and a highly competent individual with great communication and organization skills. Must have competency in programs such as Excel, Google Docs, and be able to navigate new website platforms.

Position Description:

This role reports directly to the Director of Volunteer Services and the Executive Director and as such will be a member of the IHAN senior management team sharing collective responsibility to deliver the organization's strategy and vision. The Director of Marketing and Fundraising will lead a small and dedicated team of fundraisers to provide the necessary vision, leadership, and fundraising skills which will enable the organization to achieve its fundraising targets and organizational development program.

Requirements and Responsibilities

Develops fundraising strategies, formulates solicitation procedures, and oversees all fundraising activities. Identifies new donor bases, directs and coordinates solicitation of funds. Acts as liaison with funding partners and organizations. Leads grant-writing efforts. Sets funding goals. Creates functional strategies and specific objectives for the team and develops budgets/policies/procedures to support the functional infrastructure

Main Responsibilities Strategy and planning

Lead the fundraising planning process to produce effective strategies to achieve income targets across the range of revenue streams. In cooperation with the executive directors, lead the development of any long-term strategy to achieve agreed long-term organizational goals. Identify new potential income streams and produce strategies to access these funds

Financial Planning and Budget Management

Produce cost-effective budgets to achieve action plans. Develop and maintain income and expenditure tracking and evaluation systems. Ensure the Fundraising Department is kept within budget

Fundraising

- Manage an effective fundraising team that delivers fundraising income meeting set targets
- Oversee grant writing
- Oversee the management of grant writing and all fundraising efforts, ensuring production of effective, high quality proposals and reports.
- Lead the recruitment and development of new donors
- Lead on development of new funding streams
- Develop and maintain effective supporter updates for the development of relationships and retention

Management

The head of fundraising is a member of IHAN's senior management team and as such will be expected to play a proactive role in the management of the organization, including:

- Organizational strategic planning
- Organizational development
- Income and expenditure budget planning and management
- Advising members of IHAN on the availability of funds and the viability of obtaining funds to support campaign initiatives
- Report and give advice on fundraising matters

Qualifications:

- At least three years' experience in a similar role
- Demonstrable track record of Strategic Fundraising
- Successful, significant and relevant achievement at management level in a comparable state/national organization.
- Experience of utilizing the strength of an organization brand for charity/business development
- Proven track record of meeting challenging income targets
- Proven ability to build, manage and develop key stakeholder, client and donor relationships.
- Experience of developing and implementing strategic and business plans
- Proven track record in fundraising that has directly resulted in increased income for an organization
- Effective dissemination of information to large and diverse groups

Essential Skills and Knowledge

- Strong leadership skills.
- Track record of bringing innovative creative thinking and fresh ideas to an organization and/ or its services.

- Knowledge of the fundraising environment and of a range techniques and disciplines which will support the cost-effective generation of income for IHAN
- Exceptionally convincing and persuasive written and oral skills with the ability to present and convey complex ideas and issues clearly and coherently
- Ability to secure Senior Management and Board approval for strategy
- Demonstrable ability to evaluate the type of initiatives and programs within the scope of the post and initiate, develop and deliver new initiatives that build on their successes.
- Highly self-motivated and able to work autonomously, take initiative and make decisions.
- Commitment to IHAN's core values and strategic direction
- Innovative management style.
- Ability to work flexible hours.
- Energy, enthusiasm and flair to work hard and achieve ambitious targets.
- Educated to degree level or equivalent
- Evidence of Continued Professional Development relevant to the role purpose and level.

Other Notes:

Those with diverse background and experience encouraged to apply.

Compensation: This is a volunteer position.

Hours: 5-10 hours per week.