



		<b>EFFECTIVE</b>	7/2022
<b>POSITION TITLE</b>	MARKETING AND DEVELOPMENT MANAGER	<b>FT/PT</b>	FULL TIME
<b>SUPERVISOR TITLE</b>	EXECUTIVE DIRECTOR	<b>CLASSIFICATION</b>	EXEMPT

**MISSION**

The Napa Valley Vine Trail Coalition is a grass-roots nonprofit with a vision to build a walking/biking trail system to connect the entire Napa Valley--physically, artistically, and culturally. We are working to design, fund, construct, and maintain 47 safe and scenic miles of level, paved, family-friendly, pet-friendly, free-access Class I trail, stretching from the Vallejo Ferry to Calistoga.

**JOB SUMMARY:**

Under general supervision of the Executive Director, the Marketing and Development Manager is responsible for advancing the Napa Valley Vine Trail mission through the planning, management, and implementation of fundraising and marketing strategies in collaboration with external partners to achieve overall team and region goals with a primary focus on the LocoMotion Month of Movement, Vintner Collection, and Annual Membership campaigns. This includes ensuring that revenue goals are achieved through developing new and cultivating existing relationships and driving impact goals through effectively engaging volunteers, other partners, and staff across diverse opportunities.

**ESSENTIAL FUNCTIONS**

**Campaign Management**

- Manages relationships with current and prospective individuals and companies to reach fundraising goals.
- Applies fundraising Best Practices, to drive sustainable growth.
- Directly accountable for achieving campaign revenue goals with LocoMotion Month of Movement, Vintner Collection, and Annual Membership and jointly accountable for achieving organization revenue goals.

**Relationship and Volunteer Management**

- Leads and actively participates in the identification, cultivation, solicitation and management corporate and community involvement.
- Research on businesses within assigned market, while developing profiles and strategic plans to secure involvement.
- Drives the ongoing process of identifying, recruiting, and activating an influential, financially strong, and inclusive volunteer leadership base to support the campaign(s) on a sustained basis.
- Recruitment and engagement of volunteer leadership teams to champion achievement of identified goals through their personal and corporate giving and influencing the involvement and giving of others.

**Event Initiatives**

- Plans, manages, implements, and evaluates strategies and initiatives aligned with revenue generation and volunteer leadership engagement strategies.
- Drives campaign growth through effective donor cultivation and engagement with integration across LocoMotion Month of Movement, Vintner Collection, and Annual Membership.
- Develops and implements year-round pipelines and cultivation plans for individual donors and corporate accounts, ensuring sufficient depth for revenue generation and excellent customer relations.

## Qualifications

- Minimum of three (3) years' experience with fundraising, marketing, relationship management.
- Demonstrated track record in fundraising, sales, or marketing.
- Demonstrated ability to recruit, train and manage volunteers with success in delegating and accomplishing goals through empowering volunteers.
- Effective oral and written communication skills.
- Effective interpersonal skills with demonstrated ability to develop collaborative working relationships internally and externally.
- Ability to organize and plan a complex campaign in a highly dynamic environment.
- Proficiency in Microsoft Office applications.

## DESIRED SKILLS AND EXPERIENCE

- Associates degree or higher
- Experience managing and cultivating high-level leaders
- Knowledge of industry and community networks
- Ability to ride a bike
- Passion for community service and the outdoors

## CORE COMPETENCIES – Non-Manager

### Collaboration/Teamwork

Cooperates with staff at all levels of the organization. Willingly reaches out to staff, volunteers and customers to proactively share information, knowledge, expertise, and time with others to achieve common goals. Works to overcome geographic, departmental, and/or Affiliate boundaries and establishes cohesive, effective relationships with peers. Enthusiastically supports the common goals and mission of the organization. Shares credit.

### Communication

Communicates effectively one to one, in small groups and in public speaking contexts. Demonstrates fluency, “quickness on one’s feet,” clarify organization of thought processes, and command of the language. Easily articulates vision and standards. Keeps people informed.

### Customer Focus

Regularly monitors customer satisfaction. Meets internal and external customer needs in ways that provide satisfaction and excellent results for the customer. Establishes “partner” relationships with customers. Regarded as visible and accessible by customers.

### Drive for Results

Consistently achieves goals; is one of the top performers; bottom-line oriented; pushes self and others for results; is a self-starter who holds self and others accountable for results; makes decisions in a timely manner, sometimes with best available information and under tight deadlines and pressure; able to make a quick decision; able to quickly assess and calculate risks; overcomes adversity.

## OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time at the sole discretion of the Organization.

**Interested candidates should send cover letter and resume to**

**[shawn@vinetrail.org](mailto:shawn@vinetrail.org)**

This contractor and subcontractor shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, national origin, protected veteran status or disability