

Job Posting: Chief Development & Marketing Officer

For nearly 70 years, Vivalon has provided essential services for older adults living in Marin County, helping them thrive through the power of human connection. We offer a comprehensive, integrated program of healthy aging services including home-delivered meals, Lifelong Learning and Healthy Aging classes and workshops, specialized transportation for older adults and people with disabilities, special events, and so much more. In 2023, we will open our Healthy Aging Campus, combining wraparound healthcare services and vibrant programs with affordable housing for older adults. Our mission is to advance the independence, health, and quality of life of older adults and people with disabilities.

Reporting to and partnering with the CEO, the Chief Development & Marketing Officer (“CDMO”) will lead the integrated marketing, communications, and development efforts in a strategic manner to meet the organization’s fundraising goals, advance our overall brand and move our mission forward. This will involve executing the Strategic Plan which has a key focus on a new branding & communications plan, paid & earned media planning & placement, completion of our Capital Campaign, and continued growth in fundraising with expanded sources of income and support.

The CDMO is a member of the Executive Team and leads a team of 5 Marketing & Development professionals (4 direct reports).

Highlights for 2023 include the opening of our new Healthy Aging Campus, our 70th Anniversary celebration, and the development of a new digital and overall communications strategy to support brand and revenue generation.

The successful candidate will be an accomplished marketing and fundraising professional with exceptional management and people leadership skills; a leader and creative influencer who will inspire the entire organization to advance Vivalon’s marketing, communications, and development efforts. The ideal candidate is an innovative and strategic leader with a passion for building teams in an entrepreneurial setting. Specifically, the successful candidate will:

- Possess 10 or more years of related experience, with a career track that demonstrates increasing levels of tenure and job status.
- Have demonstrated experience in the design and execution of special events, digital marketing, communications, and public relations activities; proven track record of developing new audiences and revenue streams.
- Possess a proven track record of success in fundraising.
- Have experience managing fully integrated direct mail fundraising, digital marketing, and communications strategies.
- Be an experienced and thoughtful manager with significant experience hiring, supervising, and developing personnel.
- Bring a strong operational and systems orientation to their work.
- Be creative, and strategic, and have a collaborative mindset coupled with a strong sense of accountability.
- Possess experience developing and managing substantial budgets.
- Have excellent Microsoft Office skills, CRM experience, and the ability to learn new computer applications rapidly.
- Hold a Bachelor’s degree.

Compensation and Benefits

- Pay Range is between \$155k-\$175k annually

- We offer a comprehensive benefits package that includes medical, dental, vision, chiropractic, life, retirement, paid time off, holidays, and more.