



Director of Development and Marketing

Join a dynamic, forward-thinking organization on a mission to innovate the education-to-career experience such that all Sonoma County students have rewarding careers that strengthen their lives, our community and the workforce.

Organization Overview

Career Technical Education Foundation (CTE Foundation) is among the fastest growing nonprofit organizations in Sonoma County. Founded in 2013, the organization has experienced exponential growth expanding the staff from 1 FTE to 8 FTE employees and grown fundraising revenue from \$150,000 to over \$2 million annually. CTE Foundation attracts public and private funding to support programs/initiatives that align local education (*schools, programs, teachers, students*) with local economic, workforce and employer demand. CTE Foundation works to improve the economic outlook for Sonoma County's youth by providing incentive grants and support for programs to local schools (K-12, Post-Secondary) to expand and enhance education offerings that deepen student engagement, provide career exploration through real world learning, and connect students to education/career paths leading to local high demand, high skill and high wage careers.

We are committed to building a diverse and inclusive workplace at CTE Foundation. We seek candidates from all backgrounds with broad experiences to help us bring innovative solutions to our education system and ensure our diverse population of students have equitable access to quality, career-connected learning experiences. We are deliberate about the kind of team and culture that we are building, seeking team members who are strong in their own aptitudes; demonstrate curiosity in their learning and onboarding; exercise initiative in meeting assigned tasks and objectives; and who also share our values of student equity, empowerment, engagement and entrepreneurial mindset. There is tremendous growth opportunity for the right candidate, as CTE Foundation. We see this position developing as build our financial and human capacity in order to meet the growing need in our community and ensure large-scale impact.

The Position

We are looking for a results-oriented, skilled communicator with ties to Sonoma County's philanthropic community. The Director of Development & Marketing (DDM) works closely with CTE Foundation's CEO and the senior management team to ensure the advancement of the organization's mission and strategic plan. A central component of this position is to deliver a best-in-class donor experience to drive impact and growth through strategic and innovative leadership of the organization's fundraising and marketing goals. The DDM is integral to leading on efforts to meet annual financial goals (Approximately \$2-3 million annual budget); developing and deepening philanthropic partnerships; cultivating and stewarding stakeholder relationships; and overseeing the organization's marketing/communication strategy and plan.

Specifically, the DDM will drive our strategic goal to grow financial support and deepen donor relationships to broaden our impact and ensure our long-term sustainability through the implementation of the following strategies:

- Establish a donor-centric fundraising and communications plan

- Develop and strengthen collaboration with board, staff and volunteers to build a Culture of Philanthropy
- Broaden and deepen relationships with organizations, networks and funders who match our commitment to equity and innovation in education

Primary Job Functions:

Executive Leadership and Strategy

- Serve as a member of CTE Foundation's leadership team and collaborate across the organization to facilitate and achieve the vision, mission, and strategic goals of the organization.
- Establish credibility throughout the organization and with the Board of Directors as an effective developer and implementer of solutions to challenges. Will work with the Board of Directors and other staff and volunteers to ensure the realization of organization strategic financial goals and outcomes.
- Collaborate with leadership and Board of Directors to recruit, engage and lead the Fund Development Committee
- Ensure the alignment of CTE Foundation's resource development activities with the organization's diversity, equity, and inclusion (DEI) strategy and initiatives.
- Lead strategic initiatives through securing comprehensive funding, and reporting back to donors about the impact of funding within CTE Foundation's programs.

Resource Development Programs

- Grow financial support and deepen donor relationships by designing and implementing a data-driven, research-based resource development plan based on key performance indicators.
- Oversee the development and implementation of targeted fundraising programs for Individuals, Corporate/Business, Foundations, and Government funding streams
- Lead on the research and submission of grant proposals to include working with the program team to identify and track opportunities; drafting proposals; and meeting reporting requirements. Work with external grant writer as appropriate.
- Supervise and direct work product for the Fundraising and Marketing Coordinator (FMC)
- Working with the FMC, ensure the timely and input and reporting of data DonorView software program.
- Ensure best practices in establishing a culture of philanthropy across the organization and leading on specific strategies to support the donor cycle.

Marketing/Communications

- In partnership with CTE Foundation's program and impact team, direct organization's strategic marketing and communications plan that builds awareness and messaging.
- Lead on the development and distribution of key messaging that communicates through storytelling, that "career connected learning" is an equitable pathway to a successful future and positions CTE Foundation as a leading voice in the community for career-connected learning.
- Leverage a diverse representation of student voices to inform and communicate the message.
- Oversee Fundraising and Marketing Coordinator, as well as marketing communications contract vendors to include event planner; graphic designers; grant writers; photographers and videographers, etc.
- Work with the FMC in the design, maintenance and distribution of print and digital collateral including, but not limited to website, annual report, flyers, brochures, presentations, newsletters, videos and social media across multiple platforms.

- Develop and nurture media contacts to promote the work of the Foundation to the community.
- Attend relevant community events and cultivate relationships to deepen local networks, engage new donors, and expand community presence.
- Working with the FMC, CTE Foundation staff and Board of Directors; direct the execution and strategy for major CTE Foundation fundraising and stewardship events.

Operations and Board/Volunteer Relations

- Attend and report major activities at corporate board and committee meetings as appropriate.
- Engage board/volunteers to support CTE Foundation's fund raising and marketing initiatives.
- Partner with CEO and executive leadership team in developing the annual operating budget; reviewing monthly P & L to confirm accurate reporting of gifts/pledges and tracking and providing revenue projections to inform monthly cashflow, budget performance, and fundraising plan.
- Develop and prepare internal reports of status, progress, and outcomes of development activities.

Qualifications:

Required:

- Track record of developing fundraising programs and deepening relationships with individual philanthropists, family foundations, corporations/businesses, private foundations, and government sources
- Demonstrated experience communicating "impact" in new or innovative ways through the various range of communication channels to include video, blogs, social media, e-news, website, etc.
- A demonstrated history of effectiveness in leading comprehensive marketing and development programs.
- Effective critical thinking, problem solving and decision-making skills. Experience with strategic planning, program evaluation concepts and practices, and data-driven decision making.
- Excellent written, verbal and interpersonal communications skills with the ability to work with individuals with diverse backgrounds. Effective public speaking skills.
- Experience in managing staff or team including support for individual professional development and growth.
- Ability to establish and maintain effective working relationships with Board members, leadership team, staff, volunteers, community groups and other related stakeholders.
- Ability to organize time effectively, establish priorities, meet deadlines, and manage a large number of tasks simultaneously.
- Ability to work collaboratively and entrepreneurially to drive influence across stakeholder alignment and prioritization of new and existing projects.
- Strong computer skills, adept with use Microsoft 0365 (Word, PowerPoint, Excel, Outlook) and donor databases.
- Strong analytical skills when working with budgets and financial statements

Preferred

- Bilingual Spanish and/or experience in developing strategic communications/outreach within the Latinx community a plus
- Established relationships with local (Sonoma County) philanthropic, business and community stakeholders.

- Post-secondary education including certificate, associate/bachelor's degree in marketing, communications, public relations, business development, or other related field.

Salary & Benefits:

- Full-time, non-exempt; Salary range \$100,000 - \$125,000 per year commensurate with experience
- Employer-sponsored medical, dental and vision benefits; 401k with employer match
- Generous paid time off benefits: 11 holidays, 5 days sick time, 10 days accrued vacation with step up for years of service and 2 personal floating holidays per year (vacation accrual rates commensurate with years of service)
- Flexible work schedule and limited work-from-home options following a positive 90-day review and based on supervisor recommendation
- CTE Foundation is committed to a workplace culture that supports individual and team development to include employee and workplace wellbeing opportunities.

To apply:

Open until filled. Please submit cover letter and resume to careers@ctesonomacounty.org