



## Fund Development and Marketing Director

*Updated: May 2024*

### **Job Title: Fund Development and Marketing Director**

**Department:** NEWS Administrative Team

**Reports To:** Executive Director

**FLSA Status:** Exempt, Full Time

**Compensation:** \$93,000 - \$125,000 annually

**Benefits:** Medical, Dental, Vision, 401K, Life Ins.

**Location:** Napa, with potential for hybrid DOE

Please send cover letter and resume to: [AndiG@napanews.org](mailto:AndiG@napanews.org) with subject "Application for NEWS Fund/Marketing Director"

### **Agency Description**

NEWS is the domestic violence and sexual abuse services organization serving Napa County. Recognized as a distinguished and well respected nonprofit organization, NEWS believes that the pathways out of violence can be as individual as the people we serve. Our innovative programs and services reflect that belief. The agency was formed in 1981 to provide immediate safety assistance to people escaping violence.

### **Position Summary**

**The primary role of this position is to provide the strategic leadership and oversight of communications and donor engagement activities for the organization. This is a key leadership role in the NEWS organization.**

### **Primary Duties**

- Develop and implement comprehensive fund development and marketing/communications plans consisting of goals and strategies for fundraising, including individual, corporate, and foundation outreach, event planning, marketing, communications, and public relations to increase and diversify private support of NEWS.
- Responsible for agency's fundraising initiatives, including to plan, coordinate, and implement fundraising, friend-raising, and donor appreciation events. Conducts outreach, engagement, cultivation, and acknowledgement of donors and supporters to build relationships and encourage support of the agency's mission.
- Responsible for maintaining and developing organization's donor management system and acknowledgement requirements and practices.
- Responsible for messaging and maintaining accurate content on all of NEWS' communications channels, including website, online payment software, social media, email, and similar. Analyzes trends across multiple channels to improve reach.
- Actively pitch content to media outlets.
- Responsible for integrity of agency's branding requirements and marketing/communications collateral, including brochures, annual impact reports, ads, and similar, for targeted distribution to donors, funders, volunteers, and community partners and members.
- Responsible for successful implementation of direct mail solicitations including design and layout, organization of mailing lists and appropriate follow up.



- Work collaboratively with the Board of Directors, including the Fund Development Committee and the Marketing Committee, the Executive Director, and other leadership positions to implement strategies that financially sustain the organization.
- Work collaboratively with the Director of Grants and the Director of Finance who are responsible for all federal, state, local, foundation, and community grant applications and reporting requirements.
- Special projects and other duties as assigned.

### **Required Qualifications**

- Bachelor's degree in relevant field or equivalent experience.
- Minimum of five years of relevant experience.
- Demonstrated success in managing and/or growing fund development program of comparable size.
- Proven ability to develop, cultivate and maintain donor relationships.
- Ability to identify opportunities to partner with small and large business for mutual benefit through sponsorships, cause marketing, and employee engagement.
- Experience in event planning and management.
- Ability to communicate clearly to a wide variety of audiences.
- Ability to develop and create content and engage relevant stakeholders as part of a comprehensive marketing strategy.
- Strong knowledge and demonstrated use of social media to engage and deepen relationships with media and the public.
- Extensive knowledge and use of Microsoft Office software (Outlook, Word, Excel, PowerPoint), Adobe Creative Cloud (InDesign, Photoshop, Acrobat Pro, Premier Pro), etc.
- Proven ability to effectively manage projects, including meeting tight deadlines.

### **Preferred Qualifications**

- Knowledge of Napa and Bay Area funding, and the Napa County health and human services community.
- Knowledge of the Domestic Violence and Sexual Assault victim services field, and funding landscape.

### **Licenses, & Registrations**

- Domestic Violence and Sexual Assault Counselor Certificate (or attain after hire).
- Valid California Driver's License required and current vehicle registration.
- Other mandatory certifications as needed.
- The candidate must submit to and pass a background investigation.

### **Benefits and Perks**

NEWS offers a salary competitive with other non-profit organizations and an excellent benefits package. Competitive Benefits include medical, dental, vision, short & long-term disability, flexible spending account, life insurance, 401(k), 1% salary match to 401(k), 12 paid holidays, 2 personal days after one year of employment, two weeks+ of vacation and of sick leave accrued per year



based on years of service. Other perks, including self-care hours, team building, etc. offered regularly.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform essential functions of this job. Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions. Employee is required to talk and hear, and use hands and fingers to operate a computer and telephone keyboard. Employee may be required to help move small items less than 45 lbs.

### **Work Environment**

NEWS' workplace value is to provide a nurturing refuge for people suffering from domestic violence and/or sexual abuse. It is our belief that in order to promote respect within the lives of those we serve, we must first start by respecting and honoring those we work with here at NEWS.

This position is based in Napa to fulfill needs of a Napa County non-profit. Understanding of local donor landscape is highly recommended for consideration of hybrid remote work.

### **Equal Employment Opportunity**

NEWS is an equal opportunity employer. Federal and State laws and the Agency's policy prohibit employment discrimination against applicants for employment and employees on the basis of age, ancestry, sex/gender (including gender identity,) pregnancy, childbirth and related medical conditions, marital status, registered domestic partner status, medical condition related to cancer or genetic characteristic, national origin, physical or mental disability, race, religion, sexual orientation or veterans' status. Discrimination is also prohibited on the basis of a perception that a person has any of the above characteristics.

### **Intent of Job Description**

This description is intended to indicate the kinds of work duties that will be required in this position. It is not intended to limit, or in any way modify, the rights of any supervisor to assign, direct, and contract work of staff under his/her supervision. The use of a particular illustration describing duties shall not be held to exclude other duties, not mentioned, that are of a familiar level or difficulty.

Applications will be accepted and interviews will be conducted on an ongoing basis until the position is filled. Only candidates selected for an interview will be contacted. No solicitation via email or phone calls, please.