

Director of Development and Marketing

Position Title: Director of Development and Marketing
Classification: Full-time, exempt
Location: Junior Achievement of Maine
Reports To: President



Position Description:

The Director of Development and Marketing is responsible, in partnership with the President and Board of Directors, to lead fundraising efforts to secure resources necessary to administer and deliver Junior Achievement of Maine's learning experiences. The Director of Development and Marketing creates and oversees the implementation of the strategic and tactical approach to fundraising and marketing which includes, but not limited to, individual giving, corporate development, event fundraising, securing in-kind resources, stewardship efforts, and raising the brand and mission recognition. The ideal candidate will be professional, enthusiastic, and have a passion for improving the lives of young people through education and opportunity.

ESSENTIAL FUNCTIONS:

- Responsible for the creation and implementation of development goals, strategies, policies, priorities and procedures.
- Researches, writes, reviews and edits partnership proposals to local funders. Prepares general correspondence to ensure all material are submitted with grantor requirements.
- Assists with grant program; plans grant request calendar, promotes positive relationships with grantors, manages grant reporting process, including disbursement and invoicing.
- Collaborate with the President and Board of Directors to create a fund development plan securing funding needed to support annual operations and strategic direction of organization
- Secure and steward support from individuals, corporations, foundations, state government, and other likeminded organizations, as well as in-kind gifts
- Oversee and manage the creation, planning, and execution of JA Maine's special events including Hall of Fame events, Golf Classics, JA Titan Challenge, and volunteer & donor recognition events.
- Develop and manage annual fundraising plan
- Serve as liaison to various Board of Director committees, including Funds Development Committee
- Assist and oversee creation and management of annual development and marketing budget
- Develops and executes marketing plan to increase visibility and awareness of JA Maine including communication pieces such as, but not limited to, Annual Report, appeals, storytelling, newsletter, etc.
- Plans and implements donor stewardship program.
- Supervises and coaches all members of the development & marketing team
- Other duties as assigned.

BEHAVIORAL COMPETENCIES:

Accountability

- Accepts responsibility for delivering on assigned goals and deliverables.
- Is able to maintain composure in difficult situations and can shift quickly to objective, problem-solving behaviors in order to deliver results.
- Avoids excuses and blame-shifting.

Active Engagement

- Associate actively participates in projects, tasks, meetings and workplace interactions with positive enthusiasm.
- Demonstrates an obvious energy in performing the role and is confident, encouraging member of the team.

Growth & Improvement

- Actively seeks opportunities to increase industry knowledge and become a stronger subject matter expert in the field.
- Willing to accept stretch goals and challenging projects to gain valuable experience and continuously develop as a professional.

Integrity & Trust

- Earns the trust and confidence of coworkers and clients through honest communication, ethical behavior and professionalism in all interactions.
- Admits mistakes, does not misrepresent self or information, and keeps confidences.
- Is dependable and known to be someone who will do what is promised.

Junior Achievement Teamwork

- Contributes to meeting team deadlines and engages effectively with others to achieve goals
- Maintains an approachable demeanor to encourage positive working relationships and promote effective communication.
- Demonstrates a willingness to pitch in to help team members succeed (even in areas outside their normal role)
- Interacts well with many types of personalities and handles difficult interactions without escalating tension.

Qualifications, Experience and Skills:

Required:

Bachelor's degree and a minimum of 5 or more years of direct experience in fundraising and development required. Strong organizational, interpersonal and presentation skills; management experience; detail oriented; superb writer/editor with excellent communication skills; and the ability to work in a fast-paced environment and manage multiple tasks and deadlines.

Preferred:

Master's degree preferred with focus in fundraising or marketing. Certification and/or seven or more years' experience with fundraising, stewardship, and grant writing, ideally working in a youth development organization; strong knowledge and relationships with corporations and foundation in Maine; and marketing experience preferred.

Additional Information:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. In addition, it does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change. The Director of Development & Marketing can be an agreed upon flexible schedule.

JA Maine is an Equal Opportunity employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, national origin, disability, marital status, or sexual orientation, in accordance with federal and state law.

In addition to the above requirements, candidate must have a valid driver's license and proof of current vehicle insurance; background check required; commit to follow all agency policies; carry out the essential functions of the position with, or without, accommodation; and demonstrate cultural competence and support JA Maine's mission, beliefs, and values.

Competitive benefits package offered including 100% employer paid health and dental insurance, life insurance, Short-Term & Long-Term Disability Insurance, Annual Simple IRA plan. To apply, please send cover letter and resume to Michelle Anderson, President, manderson@jamaine.org

This position in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related duties required by their supervisor. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.