



Example of Marketing & Development Job Description

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Our company is searching for experienced candidates for the position of marketing & development. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing & development

- In collaboration with the executive director and senior management team, motivate, manage and develop staff so they are passionate about the mission and committed to work effectively toward continual improvement and as an ambassador at all times
- Maintain an up-to-date level of knowledge on best practices in non-profit fund-raising, especially compliance and disclosure requirements and regulations, tax law and other IRS rulings as they relate to charitable giving
- Lead the identification, cultivation and solicitation of major donors
- Serve as a member of the senior management team and provide leadership to high-level internal planning activities whose goals impact IBR, its fiscal needs and its public image
- Enhance the community's understanding and perception of the Center as a visible, visionary and influential leader in the professional community
- Execute all other reasonable duties as assigned by the executive director
- Effectively execute sales plans to grow subscriptions across multiple digital channels at specific properties
- Provide effective presentations to external audiences (conferences, institutions,) to increase product awareness
- Assist in developing the unit's strategic plan, addressing critical issues in the marketing, brand recognition and communications area
- Oversee the production and editing of the newsletter, the blog, and the website and intranet

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- Demonstrated growth and success in previous positions
 - Significant understanding of and experience in social media avenues as communications and fundraising tools
 - Ability to work comfortably with individuals who have significant gift-making capacity
 - Excellent management, communication, interpersonal and teamwork skills
 - A bold and entrepreneurial approach to building programs and addressing challenges
 - Strong database management skills, and experience with Raiser's Edge fundraising and donor management software is preferred but not required