



POSITION TITLE:	Development and Marketing Officer
DEPARTMENT:	Administration
POSITION TYPE:	Non-Exempt
REPORTS TO:	President/CEO

POSITION PURPOSE: Responsible for all aspects of fund development and public relations.

ESSENTIAL FUNCTIONS:

A. GENERAL

1. Maintains a positive and enthusiastic attitude.
2. Absolute commitment to creating and maintaining a positive work environment.
3. Consistently willing to go out of the way to help others, takes initiative to improve client-centered service delivery, and identifies solutions (not just problems) related to improving work conditions.
4. Insists on a quality-focused experience for individuals being served.

B. GIFT CULTIVATION

5. Create and implement strategies for fund development and donor cultivation
6. Identify and pursue new sources of corporate and foundation funding
7. Build and maintain relationships with local elected officials
8. Develop and implement all aspects of direct donor mailings and appeal letters
9. Create and maintain accurate donor/prospect database or tracking system
10. Acknowledge all gifts and donations

C. GRANT REQUEST AND ADMINISTRATION

11. Assist President/CEO with researching and writing potential grants
12. Provide timely reporting and ensure compliance as required by grant award documentation

D. EVENTS

13. Manage or oversee all organizational events
14. Promote events to the community
15. Develop and solicit sponsors for events as needed

E. PUBLIC RELATIONS AND MARKETING

16. Write press releases and media alerts
17. Develop and maintain media contacts with local media outlets
18. Oversee and direct social media communication (Facebook, Twitter, etc...)
19. Create marketing materials
20. Build and sustain working relationships with community associations, business leaders, grant funders, local elected officials, schools, and other community groups
21. Promote the work of the organization and the needs of persons with disabilities through attendance at various community events.

F. LEADERSHIP

22. Attend and participate in leadership meetings
23. Stay informed about all aspects of organization

KNOWLEDGE AND SKILLS:

- Superior interpersonal, public relation and communication skills (both written and oral).
- Strong interpersonal skills, well disciplined, and able to work under pressure of many priorities and deadlines
- Excellent computer and social media skills
- Knowledge of marketing strategies and techniques

COMMUNICATION SKILLS:

- Ability to communicate effectively and persuasively (verbally and in writing) with a wide range of stakeholders.

TOOLS AND EQUIPMENT:

- Computer and various computer program skills required.

MENTAL REQUIREMENTS:

- Ability to work with a variety of individuals and agencies to effectively and efficiently accomplish responsibilities.
- Work with minimal supervision.
- Ability to handle multiple tasks and/or demands of one's time from others.
- Ability to work as a team member
- Patience and diplomacy when dealing with difficult situations with clients, staff, donors and community members.
- Ability to handle stress.

EDUCATIONAL AND EXPERIENCE REQUIREMENTS:

- Bachelor's Degree required
- Related or direct experience preferred

ADDITIONAL INFORMATION:

- Required to change work and/or personal schedules to meet time requirements of position.
- May be asked to serve on various agency committees

Notice: This job description is not intended to be, nor should it be construed as a contract for employment. Paladin, Inc. makes no guarantee of permanent employment. This job description is to be used as a guideline to give you an understanding of what Paladin has defined this position to be.

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