



DIRECTOR OF DEVELOPMENT AND MARKETING

Responsible for enhancing and executing the overall development and marketing strategy to provide for the current and future needs of the Toledo Area Humane Society (TAHS).

**APPLY BY
NOVEMBER 21, 2014**



REPORTS TO:

Executive Director

LOCATION:

Maumee, Ohio

HOURS:

Full-time salaried position

RATE OF PAY:

Based on experience

CONTACT INFORMATION:

Please respond by submitting a cover letter, resume, names of three professional references and salary requirements by end of day November 21, 2014 to:

Jenny Goldberg

Vice President,
Fundraising Strategy
Aly Sterling Philanthropy
jenny@alysterning.com

*Only applications submitted
via email will be accepted.*



Mission:

Toledo Area Humane Society's mission is to lead the community in efforts focused on relieving the suffering of, preventing cruelty to, and providing for humane treatment of animals.

The Director of Development and Marketing, in collaboration with the Executive Director and the Board of Directors, is responsible for enhancing and executing the overall development and marketing strategy to provide for the current and future needs of the Toledo Area Humane Society (TAHS) (www.toledohumane.org). The development strategy will include an emphasis on annual giving, major gifts, capital gifts and planned giving. This position is responsible for raising private, annual and capital revenue for TAHS. The marketing strategy will reinforce the TAHS mission and overall development strategy.

This position reports to the Executive Director and will be based at TAHS' Maumee office (currently at 1920 Indian Wood Circle). The successful candidate will enthusiastically and effectively lead staff, motivate key leaders, demonstrate proven collaboration skills and be an overall asset to the organization. A bachelor's degree and 3-5 years demonstrated fundraising, marketing or related experience is preferred.



DIRECTOR OF DEVELOPMENT AND MARKETING

TOLEDO AREA HUMANE SOCIETY

**APPLY BY
OCTOBER 21, 2014**
jenny@alysterling.com

Position Purpose:

The Director of Development and Marketing, in collaboration with the Executive Director and the Board of Directors, is responsible for enhancing and executing the overall development and marketing strategy to provide for the current and future needs of the Toledo Area Humane Society (TAHS).

CORE RESPONSIBILITIES:

1. Designing and executing the **overall development strategy** including the following core initiatives: *events, annual fund, major gifts, capital gifts and legacy/endowment gifts* for TAHS. This position is also responsible for promoting and marketing the Re Tail Shop to key stakeholders.
2. Designing and executing the **overall marketing and communications strategy**. All marketing and communications initiatives will reinforce the overall development strategy as well as adoption and advocacy goals for TAHS.
3. Meeting the annual fund development **financial target goals**, including the monthly **Key Performance Indicators** (KPIs) associated with these goals.
4. **Supervising two employees** and their responsibilities related to the donor database, stewardship, events, and public and media relations, as well as supervision of marketing interns, externs and volunteers.
5. Conducting **donor cultivation, solicitation and recognition activities**, including creation of key prospect lists and submission of detailed monthly activity reports and specific moves management strategies and progress updates.
6. Managing a **portfolio of 50-100 major donors** and coordinating visits, meetings and events between the Executive Director, board members, campaign cabinet members and potential gift donors.
7. Working in concert with the Executive Director to coordinate **capital, major gifts and/or endowment campaign strategy** with approval and co-implementation from the Executive Director, Board of Directors and Aly Sterling Philanthropy.
8. Developing systems to **encourage and increase board involvement** in annual and/or major gift fund solicitation, personal giving and donor recognition.
9. Consistently seeking to **build strong relationships** with board and staff members, volunteers, community partners, media and donors. Is expected to attend all events and **be active in relevant community initiatives**.
10. Implementing **Forever Friends, TAHS' planned giving program**, for the purposes of increasing the perpetual support of the organization's programs, services and endowment. This work could include the creation of an advisory committee, related policies and procedures, program events, marketing and educational materials.
11. Acting as **lead staff liaison** to the board's development and marketing committees.
12. **Coordinating all media relations efforts** (proactive and responsive) to promote activities, programs, events and cultivate a positive image of TAHS
13. Developing healthy and productive relationships with all **internal stakeholders** and departments. Should look toward creating a more effective and efficient system for sharing information, case successes and financial/outcome data. Is responsible, along with the leadership, **to advance and grow an internal culture and commitment to philanthropy**.
14. As a supervisor and co-worker, should **motivate and inspire** others, have a **positive perspective** on work and relationships and be an **asset in a dynamic team environment**.
15. **Maintaining and enhancing professional expertise** through appropriate continuing education programs and membership in professional organizations.

The above list of duties is intended to describe the general nature and level of work performed by the incumbent. It is not to be construed as an exhaustive list of duties performed by the incumbent.

POSITION REQUIREMENTS:

- Bachelor's degree required.
- 3-5 years demonstrated fund development and marketing/communications experience is preferred; supervisory and leadership skills a must.
- Excellent written, verbal and interpersonal skills.
- Highly organized, creative and a self-starter.
- Computer literate; knowledgeable of donor software systems and Microsoft Office products such as Outlook, Word, Excel, PowerPoint.
- Must possess skills necessary to efficiently plan and implement activities within policies and procedures; maintain positive working relationships; demonstrate initiative and accept accountability; effectively manage time and communicate and respond to inquiries in a timely manner.
- Must be accessible for meetings before and after normal work hours as necessary.
- Must be comfortable working in an environment with animals.
- Commitment to the philosophy, goals and objectives of the TAHS and willingness to expand knowledge and capabilities in the field of animal welfare.



1920 Indian Wood Circle,
Maumee, Ohio 43537

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