



ROCKY MOUNTAIN YOUTH CORPS
Position Description

POSITION TITLE: Marketing & Development Director
POSITION TYPE: Full Time, Year-Round, Regular, Salaried, Exempt Employee
SALARY: \$70,000-\$75,000 DOQ
BENEFITS: Health, dental, vision, disability, and life insurance; Retirement plan; Paid vacation, sick time, holiday, and parental leave; Potential annual performance bonus.

ALL applicants must submit resume, three professional references, and cover letter to:

hrdirector@rockymountainyouthcorps.com

Subject Line: M&D Director

Position Summary:

The Marketing & Development Director is a new position at RMYC and is responsible for the overall management of all marketing strategies and all philanthropic revenue. This Director will develop and implement comprehensive Annual Marketing and Development Plans, utilizing many of the existing successfully implemented components.

The Annual Marketing Plan will include all external relations such as project and program partnering agencies; individual donors; alumni staff, board and participant members; and the general public. The Annual Fund Development Plan includes RMYC's philanthropic revenues which consist of individual donors, foundations, corporate sponsors, government, and fundraising events.

The Marketing & Development Director will maintain and manage calendars; track and evaluate the effectiveness of the various strategies in achieving desired outcomes; review and revise strategies as needed for optimal effectiveness; and detail and summarize overall progress, success and results using key metrics.

The Marketing & Development Director is supervised by the Chief Executive Officer (CEO), directly supervises the Development Manager, and works in cooperation with the Education and Evaluation Manager as well as other pertinent staff.

The following strategies further describe the responsibilities of this position. While many of them are focused on fund development, expertise in marketing and communications is essential to the success of all of these strategies.

1. PUBLIC RELATIONS and MARKETING

The Marketing & Development Director will function as the organization's central point of coordination for all external public relations and marketing and will work closely with other relevant staff to design and execute an Annual Marketing Plan. This plan should aim to bring a rich RMYC history of participant stories, that portray the deep and lasting impact of the program experience, to the forefront to elevate awareness of RMYC's impact to stakeholders and the public at large. Venues may include social media, website, newspaper articles, annual reports, newsletters, email blasts, and presentations. Content may include fundraising or special events, program and organizational highlights and stories, strategic plans, and milestones such as anniversaries and accomplishments.

2. INDIVIDUAL DONORS

The Marketing & Development Director will work closely with the Development Manager and CEO to implement strategies that will elevate RMYC's individual donor base and fund development potential. The following three strategies are currently being utilized to that effect:

- A. ANNUAL APPEAL LETTER: The Annual Appeal Letter is the largest formal appeal for individual donations and takes place in late November, just prior to the Colorado Gives Day.
- B. COLORADO GIVES DAY: Colorado Gives Day is generally in early December and is a statewide effort for engaging individual donors with nonprofit giving throughout the state.
- C. MAJOR DONOR PLANS: A comprehensive Major Donor Plan currently does not exist but should include specific plans for each major individual donor.

3. GRANTS

The Marketing & Development Director is responsible for overseeing the organization's grant revenue strategies. This entails overall coordination of grant research, application content and submission, and reporting requirements. RMYC's Education and Evaluation Manager provides the majority of the grant application content, implementation, management, and reporting while the Marketing & Development Director ensures all components of a grant application are properly submitted and follow up is executed as required.

4. FUNDRAISING EVENTS

RMYC has a history of hosting an annual Fundraising Event which enables us to raise awareness, funds, and connect with friends. The Marketing & Development Director is responsible for creating and managing the annual fundraising event plan and desired outcomes thereof, with input and support from the CEO, Development Manager, and other staff and board members.

5. CAMPAIGNS

Campaigns are one-time events or strategies to raise funds for a specific need such as a capital project, building an endowment, increasing planned giving, or scholarship drives. The Marketing & Development Director will work closely with the CEO to design and manage such campaigns.

6. CORPORATE SPONSORS

RMYC has had some success at cultivating corporate sponsors. However, those successes were minimally planned or managed for the greatest effectiveness. The Marketing & Development Director will research and nurture community leads surrounding corporate sponsorships to increase the engagement and impact of such relationships as appropriate.

PHYSICAL DEMANDS and WORK ENVIRONMENT

RMYC is committed to the full inclusion of all qualified individuals and will ensure that persons with disabilities are provided reasonable accommodations to perform essential job functions. Some positions may require periodic overnight travel, non-traditional work hours and physical ability to walk, climb, balance, stoop, kneel, crouch, type, read, repetitive motions, lift up to 25 pounds, and/or use tools/equipment on an infrequent or frequent basis. Ability to safely drive an organizational vehicle may also be required. Noise level is typically low to moderate.

MINIMUM and PREFERRED QUALIFICATIONS

- Strong affinity to RMYC's mission, vision, values, goals, and purpose
- Strong public relations, communication, and interpersonal skills
- A minimum of 5 years of experience in creating, implementing, and managing Marketing and/or Fund Development Plans for a medium size company or non-profit organization is preferred
- Experience cultivating and managing major individual donors is preferred
- Exceptional personnel management skills, including written and verbal communications
- Excellent ability to multi-task and prioritize in a busy, fast-growth environment
- Experience managing a capital campaign is preferred
- Proficiency in MS Word, Excel, Power Point, and Google Workspace
- Exhibit extraordinary discretion, flexibility, and passion for the mission
- Ability to maintain confidentiality
- Strong organizational skills
- The ability to carry out assigned work independently or with minimal supervision
- Ability to work with others and seek assistance when needed
- Bachelor's degree in business or related field is preferred
- Must be able to pass RMYC's criminal history checks
- Valid Driver's License and Insurable Driving Record

RMYC is an equal opportunity employer, drug free workplace and complies with ADA regulations. Rocky Mountain Youth Corps is committed to the inclusion of persons with all levels of ability. Reasonable accommodations are available upon request. This position is available to all, without regard to race, color, national origin, disability, age, sex, political affiliation, or religion.