



Job Title:	Director of Development and Marketing	Department:	Development & Marketing
Exempt/Non-exempt:	Salaried, Exempt	Full, Part Time or Seasonal:	Full-time
Location:	Waukegan, Illinois	Travel Required:	Local & Evenings
Special Skills:	Spanish fluency preferred	Salary Range: \$85,000 to \$90,000	

Overview of position

Heart of the City is seeking a highly motivated individual to head our ongoing fundraising and marketing needs. Reporting to the Executive Director, the Director of Development and Marketing will actively identify, cultivate, engage, and steward donors, corporate partners, and foundation managers; help to establish new partnerships and strengthen relationships; plan and execute fundraising events; and build a culture of philanthropy within our organization and throughout Lake County that recognizes Heart of the City as the charity of choice for our community.

Job Description

ESSENTIAL FUNCTIONS OF POSITION:

- Development:**
 - Create and implement annual development plan consisting of events, mail and email appeals, campaigns, individual giving, corporate giving, and grants
 - Provide timely and ongoing donor recognition and appreciation
 - Analyze development progress using reporting; find creative ways to meet and exceed fundraising goals
 - Plan and execute two major fundraising events per year, with the help of an event committee, and smaller, local fundraising and cultivation events throughout the year
 - Represent HOTC at community events, games, and tournaments to foster goodwill and a strong relationship with the community, participants and their families
 - Manage data in CRM of current and potential donors
 - Oversee and manage the submission of foundation and corporate grants
 - Cultivate and steward donors
 - Identify potential sponsors and funding sources, develop sponsor and grant proposals and manage deliverables
 - Manage the departmental budget and fundraising income programs
 - Collaborate with the Board of Directors on fundraising campaigns
 - Brainstorm creative ways to engage and steward donors throughout the year

- Marketing:**
 - Oversee the design of creative materials for agency programs (tryouts, clinics, etc.) with the help of program staff, and fundraising programs (events, campaigns, etc.)
 - Oversee the development of the annual marketing calendar for all programs and projects, including social media content calendar
 - Develop and manage departmental budget for ad campaigns, materials, and branded merchandise Oversee all marketing content for the agency: press releases, newsletters, website, social media, brochures, flyers, annual reports, photography, and videography
 - Represent HOTC at chamber events, expos and community fairs, festivals and events; develop close partnerships with members of the media
 - Ensure articulation of the organization’s brand and image and ensure consistent communication with the community, donors, and partners

Other duties assigned by the Executive Director



QUALIFICATIONS AND EDUCATION REQUIREMENTS:

- Minimum of a Bachelor 's Degree or equivalent experience.
- Minimum of two years' development and fundraising experience.
- Minimum of two years' marketing/creative experience.
- Proficiency in databases (CRM) and technology.

DESIRED COMPETENCIES:

- Communication Skills:** The ability to listen to instructions and orally communicate any questions or concerns to upper management.
- Time Management:** The ability to balance different tasks and establish the appropriate allocation of time for these duties.
- Attention to Detail:** The ability to accomplish a task, no matter how small, and monitor and check work or information.
- Service:** The ability to demonstrate a strong commitment to meeting the needs of co-workers, managers, participants, parents, or community members, striving to ensure their full satisfaction.

PREFERRED SKILLS:

- Proficiency in MS Office Suite, including Word, Excel, PowerPoint, Outlook and Teams.
- Strong interpersonal skills, including the ability to build relationships with diverse populations and promote the mission of Heart of the City.
- Excellent communication skills, including verbal, written and public speaking
- Creativity and a strong sense of integrity
- The ability to manage multiple projects and create and implement systems and processes

PHYSICAL REQUIREMENTS:

This role must be able to perform the essential functions of the position with or without reasonable accommodation. Expected activities include walking and standing on uneven terrain and speaking and listening to participants, donors, and staff. The employee will need to understand and respond to a diverse population. While performing the duties of the position, the employee will regularly use his or her hands to handle or feel and use arms and hands to reach.