



Position Available

Name of Organization: Big Brothers Big Sisters of Central Carolinas
Title of Position: Director of Marketing and Development
Date Position Available: Immediately
Position Reports To: CEO
Position is: Full-time (40 hrs/week)

About Us:

Mission: To create and support one-to-one mentoring relationship that ignite the power and promise of youth.

Vision: All youth achieve their success in life.

Big Brothers Big Sisters of Central Carolinas partners with individual donors, foundations, corporations, government and others to build the critical network of support that funds and enables the work of carefully matching children with caring adult mentors and providing ongoing support to the child, volunteer mentor and child's family. Big Brothers Big Sisters targets children who need us most, including those living in single parent homes, growing up in poverty and coping with parental incarceration. More than 1,400 Matches (Bigs & Littles) get together regularly in the Central Carolinas region, creating and building life-changing friendships. Research proves that children enrolled in Big Brothers Big Sisters programs are more likely to improve in school and in their relationships with family and friends, and less likely to skip school or use illegal drugs or alcohol. Big Brothers Big Sisters of Central Carolinas has been recognized as a leader in the non-profit industry and in the BBBS network; winning the National BBBS Quality Award and Gold Standard Award and, locally, the Mayor's Mentoring Alliance Large Agency Best Practices award the last four years in a row. Our Development Team works hard to create unique, positive, memorable experiences for our volunteers, supporters and event participants. We deeply value the relationships created and the dollars generated from each of our donors, large or small.

Position Summary:

The Director of Marketing and Development is a top-level staff member who reports directly to the CEO of Big Brothers Big Sisters of Central Carolinas (BBBSCC). He/She will work across all levels of staff and with the Board of Directors and volunteers in the creation and fulfillment

of a robust and successful fundraising program for the agency. The Director of Marketing and Development will help maintain existing and forge new relationships to build BBBSCC's impact and financial strength. He/She will have the primary responsibility for establishing the infrastructure needed to grow the organization's resources through (1) the design, implementation, and on-going management of a comprehensive plan to develop key external alliances through cultivation of individual and philanthropic support; (2) solicitation of major gifts, planned gifts, special events, United Way, and corporate and foundation support; (3) management of the planning and implementation of special events and other fundraising activities to maximize prospect/donor engagement; and (4) development and maintenance of a prospect portfolio to optimize fund raising opportunities. He/She will ensure that the fundraising and non-fundraising priorities of the agency grow through increased corporate, individual, foundation, and other consistent involvement.

Specifically the Director of Marketing and Development will:

- Serve as a key member of the agency's senior Leadership Team.
- Develop a revenue and expenses budget each fiscal year for development team and marketing.
- Design, execute and achieve, in close collaboration with the CEO and Board, a comprehensive, written fundraising annual plan and revenue projection goals to include individual donors (identification, qualifying, cultivating, stewarding, and solicitation), foundations, corporate partnerships, grants and events. Provide leadership and supervision to the development staff. Provide oversight and direction to all components of the development department (events, grants, marketing and donor database).
- Personally manage donor stewardship and the donor portfolio. Make 10-15 personal visits per month to individuals.
- Effectively build relationships and engage all constituents (alumni, staff, board, volunteers, and donors) in supporting our mission and in creating a culture of philanthropy.
- Provide leadership and oversight to all critical development processes – specifically the following: donor engagement with the CEO; partnering with the Major Gifts Officer to cultivate and solicit major gifts. Inject energy and greater impact into annual giving; shape the plan and designate giving programs. Cultivate new prospects, position and support the leader of the agency and board chair to solicit major donations.
- Provide direction and support to Grant Manager for all grant opportunities and responses. Be prepared to write grants when needed. Manage relationships with foundation heads
- Corporate Relations: assist in oversight strategy and presentation of BBBSCC mission to appropriate and targeted corporate partners.
- Manage Events and Event Manager. Provide direction and logistical support to board committees for all events and secure appropriate staff volunteers for all committees.

- Marketing: Develop and execute and integrated strategic marketing and communications plan to achieve agency objectives by advancing the BBBSCC brand identity and programs impact.
- Identify cost effective ways to communicate/marketing with target audience (social media, print, TV, radio, etc.) and establish metrics to assess success.
- Manage the Donor Database Coordinator to manage pledges, donor communications and data base to support optimal stewardship.
- Provide status reports as needed for both CEO and Board.

Education:

- a. Bachelor's Degree required, however a Master's Degree and CFRE certification is preferred.
- b. Minimum of 3 years successful experience in all aspects of fundraising for non-profit professionals with a proven track record of success.

Years of Related Work Experience:

- a. Minimum of 2 years of management/supervisory experience with at least two direct reports.
- b. Computer competency and knowledge of database tracking through the utilization of sophisticated and integrated information management systems.
- c. Valid driver's license and have transportation.
- d. Good oral and written communication skills.
- e. Demonstrated attention to detail.
- f. Experienced user of Microsoft Office, Adobe, and knowledge of eTapestry or Donor Perfect databases a plus.
- g. Good organization and time-management skills.

Application Procedures and Special Instructions:

Interested applicants should submit a cover letter, resume, and contact information for three professional references.

Application Procedures and Special Instructions:

Interested applicants should submit a cover letter, resume, and contact information for three professional references, via email, to: careers@bbbscentralcarolinas.org. For more information, visit: www.bbbscentralcarolinas.org