



TM

Hope • Hospitality • Healing

## Position Description

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| <b>Title:</b>      | <b>Development and Marketing Director</b>                    |
| <b>Reports to:</b> | Executive Director   |
| <b>Status:</b>     | Full Time Exempt   |
| <b>Hours:</b>      | Monday – Friday with occasional nights and weekends required |
| <b>Committees:</b> | Fundraising, Marketing, any ad hoc event committees          |

### Organization Overview

Located on the campus of Kaiser Permanente Santa Clara Medical Center, JW House provides a warm, comfortable “home away from home” for caregivers and families facing medical crises. Families and individuals from all area hospitals are welcomed into the JW House family for rest and self-care during the day or overnight while their loved one is in the hospital. Visit us at [jwhouse.org](http://jwhouse.org).

### Position Overview

The Development and Marketing Director is responsible for the implementation of a successful fundraising and marketing strategy for this dynamic and rapidly growing nonprofit. Executes all phases of raising gifts from high net worth individuals, foundations, and corporations; creates successful private and public events; and oversees programs to engage donors at various levels. The Development and Marketing Director reports directly to the Executive Director and manages the Fund Development Committee and fund development employee/s.

### Fundraising and Development

1. Works with the Executive Director and Board of Directors to create and implement development plan, create a budget, and achieve goals set out in the plan.
2. Manages and facilitates the Board Fundraising Committee.
3. Leads and manages all fundraising activities including, but not limited to the annual fund drive, capital campaign, major gifts program, events, grants, and corporate sponsorships.
4. Manages donor relations, communications and recognition programs.
5. Works with Executive Director and Board of Directors to establish, implement, and maintain a planned giving program.
6. Oversees all aspects of grant fundraising including writing grant applications and proposals, grant administration, and reporting.
7. Manages Ambassador Program with Volunteer Chair to continually introduce JW House to new potential donors and re-introduce JW House to existing donors.
8. Serves as liaison for Student Board and Young Professionals Advisory Committee.

9. Leads major donor solicitation effort working with Board, and staff (as appropriate) to solicit and maintain a portfolio of major benefactors: foundations, corporations, and major individual donors.
10. Recruits, trains, and manages volunteers to help implement development related initiatives.
11. Overseas in-kind donation program

### **Marketing and Communications**

12. Oversee all external communications, including regular e-newsletters, print newsletters, collaterals, and social media.
13. Networks and acts as one of the principal liaisons to community, business and civic leaders.
14. Overseas JW House website, including utilizing professional volunteers and contractors for redesign and regularly updating content.
15. Works with Operations Manager to design merchandise for sale and promotion.

### **Skills and Attributes**

- Excellent verbal and written communication skills and the ability to represent JW House and maintain good relations with donors, grantors, staff and volunteers.
- Highly organized project manager and able to multi-task.
- Ability to establish relationships with foundation, corporate, and major individual donors.
- Maintains current knowledge of fundraising trends and best practices.
- Creativity, enthusiasm, and dedication to the JW House mission.
- Good team player able to manage a small team and establish successful relationships.
- College degree or equivalent work experience.
- Working knowledge of Microsoft Office Suite, especially Word and Excel.
- Keeps accurate records to maintain integrity of donor database.
- Database experience desirable and knowledge of Exceed! a plus.
- Experience with volunteer management a plus.