



Job title	<i>Director of Development & Marketing</i>
Reports to	<i>Executive Director</i>
Status	<i>Full-time, exempt</i>
Position Pay	<i>\$53,000 - \$60,000</i>
Contact	<i>Send resume, cover letter, and contacts for 3 references to Sarah Bennett at sbennett@asburywoods.org</i>

Job Purpose

The Director of Development & Marketing is responsible for generating income to support Asbury Woods' mission through fundraising and development activities as well as planning, coordinating, and promoting various fundraising and marketing events. The position is also responsible for overseeing all marketing, communications, and public relations activities to further the mission of Asbury Woods and drive participation in its programs. The position directly supervises the Marketing and Communications Coordinator and a part-time Development Associate. The Director of Development & Marketing serves as part of the leadership team for Asbury Woods.

Duties and responsibilities

- Manage, develop, and execute annual fundraising plan to seek contributed support for Asbury Woods through individual donations, corporate sponsorships, grants, EITC donations and special events.
- Develop and maintain ongoing relationships with key constituents including major donors, sponsors, board members, volunteers, etc.
- Manage Asbury Woods' fundraising events, ensuring they meet fundraising goals and donor stewardship goals.
- Manage process and staff responsible for gift entry, gift processing and thank you process.
- Manage content development and staff responsible for the creation of all collateral material needed for the organization including newsletters, enewsletters, email campaigns, brochures, trail maps, annual report, fundraising materials, etc.
- Manage content development and staff responsible for maintaining and updating the website.
- Ensure Asbury Woods markets our programs, expands our audience, attracts new and diverse patrons, and takes full advantage of various marketing and public relations opportunities.
- Manage departmental budget, meet revenue goals, and assist with organizational budget creation and priorities.
- As part of the management team, help set vision, priorities, strategic direction, and overall business operations of the organization.
- In cooperation with the board of directors and management staff, help achieve the strategic goals and vision of Asbury Woods

- Represent Asbury Woods in the community, at events, with the media and as directed by the Executive Director.
- Other duties as assigned by the Executive Director.

Qualifications

- Bachelor's degree in business, marketing, communications, fundraising, nonprofit leadership, public relations, or related field.
- CFRE designated preferred.
- Strong written and verbal communication skills in a variety of styles and for a variety of purposes including persuasive, informational and educational.
- Ability to represent the organization in a professional manner when interacting with various constituents (donors, volunteers, public program attendees, media, business leaders)
- Experience required in Customer Relationship Management (CRM) software.
- Knowledge of computer use and familiarity with word processing, database management, spreadsheet use, email.
- Knowledge of social media management
- Superior public relations skills.
- 2-3 years supervising staff
- Ability to multi-task and manage multiple projects and priorities simultaneously.
- Minimum five years' experience in related positions with proven track record in fundraising and marketing results.

Working conditions

This position has several special working conditions which include regular evening and weekend work, working outdoors in varied weather, and working professionally with all members of the public, which includes people with disabilities. Security and background investigations required within 60 days of employment.

Position Specifications

AMERICANS WITH DISABILITIES ACT STATEMENT:

External and internal applicants, as well as position incumbents who become disabled, must be able to perform the essential job functions of the Director of Development & Marketing position (listed within Position Specifications) either unaided or with the assistance of a reasonable accommodation to be determined by the organization on a case by case basis.

Physical demands

1. Frequent walking throughout various buildings and trails.
2. Able to perform work-related tasks in various indoor and outdoor environments, year-round.

3. Frequent and repetitive use of a computer
4. Sitting for extended periods of time.
5. Standing for extended periods of time.
6. Heavy lifting from 15-50 pounds
7. Some carrying up to 50 pounds
8. Manual dexterity to use hand tools and office equipment.

Temperament

1. Ability to work as a member of a team
2. Must be courteous to the public and co-workers
3. Must be cooperative, congenial, service oriented, and promote these qualities at Asbury Woods
4. Must be able to respond to directions and accept constructive feedback
5. Ability to work in an environment with frequent interruptions
6. Must be flexible and able to work in a fast-paced, dynamic environment.

Cognitive Ability

1. Ability to follow verbal and written directions
2. Ability to read and respond to written correspondence
3. Ability to listen to others on the telephone and in person
4. Ability to complete assigned tasks with minimal supervision
5. Ability to read, write, and do complex computations
6. Ability to use correct grammar, sentence structure, and spelling
7. Ability to compose clear, concise sentences and paragraphs
8. Ability to work independently and make work-related decisions
9. Ability to exercise good judgment in prioritizing tasks and problem solving
10. Ability to communicate effectively to the public

Sensory ability

1. Visual acuity to read correspondence and computer screen
2. Auditory acuity to be able to use a telephone
3. Ability to speak clearly and distinctly

Review Date: April 17, 2025

Approved by: Sarah Bennett, Executive Director