

Chief Development & Marketing Officer Job Description



Agency Overview:

thread assists families in finding affordable, high-quality quality child care that meets their needs. We provide professional development, technical assistance, and financial support to early childhood educators and programs to ensure they are preparing children for lifelong success. By collaborating with communities and businesses, we work to achieve positive outcomes for families and young children through increased access to affordable, high-quality child care. We undertake research and advocate for child care policies. This work is guided by our core values of empowerment, access, child care professionalism, children's rights, and entrepreneurial incubator.

Specific Responsibilities:

The Chief Development and Marketing Officer (CDMO) is part of the management team and responsible for all aspects of the organization's marketing and communications, and fund development efforts. The CDMO will lead the Marketing and Communications, and Fund Development teams that includes marketing, communications, events, community engagement, business development, fundraising and grant administration. Also partners cross-organizational with programming and policy to ensure message and brand consistency, effective media response and coordinated content development.

1. Participate with the CEO, management team and governing body to define the organization's goals and priority direction.
2. Vision, create, partner, and implement department strategic plans and annual workplans.
3. Represents the organization to media, donors, partners, policymakers, etc.
4. Establish performance measures, monitor results to refine and improve marketing and fund development strategies.
5. Keep abreast of developments in marketing, communications, and philanthropy.
6. Oversee and direct all day-to-day operations, policies and procedures, and activities for the Marketing and Communications and Fund Development Departments while ensuring annual goals are met or exceeded. This includes managing services, products/deliverables and budgets related to assigned activities.

Marketing leadership includes:

- a. Oversee brand management and external/internal communications.
- b. Develop proactive brand building and storytelling strategies, tying efforts to **thread** strategic plans, while being responsive to the external environment; ensure consistent messaging, brand integrity and marketing activities in all situations.
- c. Use innovative marketing and communication strategies, including digital and social presence, to maximize **thread's** influence and impact.
- d. Ensure marketing and communications coordination between department teams via
 - i. Partnership with programming/community to ensure content development that raises awareness of brand and services.
 - ii. Partnership with advocacy/policy to engage, inform decision makers and build **thread's** credibility and support of advocacy/policy work.
 - iii. Partnership with fund development to engage current and prospective donors in **thread's** work.
- e. Media relations / strengthens **thread's** media presence and relationships with media.
- f. Crisis communications.

Fund Development leadership includes:

- g. Work closely with CEO and Board/Fund Development Committee to plan **thread's** fund development goals and programs.

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- h. Foster a culture of philanthropy by leading staff, board and volunteers in fund development and communication activities to advance **thread**'s mission. This includes planning, coordinating, and assuring implementation of contributions from a balanced mix of sources, including individuals, corporate, foundation, government etc.
 - i. Ensures compliance with all relevant regulations and laws, maintains accountability standards to donors, and ensures compliance with code of ethical principles and standards of professional conduct for fundraising executives.
 - j. Develop and maintain relationships with key corporate and individual donors to cultivate, secure, and elevate support. Manage a portfolio of major donors.
7. Other duties as assigned.

Qualifications:

1. BA required, MA/MS preferred, in Business, Communications, Marketing or related field.
2. Minimum of 5 years of professional experience in nonprofit organizations (and/or transferable experience), including demonstrated success increasing responsibility in a development or advancement function required.
3. Experience in managing and forging relationships with multiple donor sources and in cultivating new donor relationships.
4. Prior experience with grant management required.
5. Prior experience with office and database programs, Salesforce, and graphic design equipment/ programs preferred.
6. Current driver's license required.
7. References and valid identification required.
8. Must pass background check.

Key Competencies:

1. Knowledge of best practices, trends and tools in Marketing/Communications and Fund Development.
2. Ability to communicate effectively with a diverse group of partners, volunteers, staff, and members of the community.
3. Ability to use database systems and general office programs including Salesforce, donor software, Microsoft Word, Excel, Access, PowerPoint, and Outlook.
4. Competent fundraising technician and excellent organizational development skills.
5. Ability to construct, articulate, and implement annual strategic development plan.
6. Strong interpersonal and leadership skills required.
7. Ability to plan and meet deadlines while managing multiple tasks and projects at one time.
8. Strong motivational and coaching skills.
9. Demonstrate initiative and ability to work as a team player.
10. Ability to work in a strength-based environment with CQI culture.
11. Strong technical writing skills required.

Schedule and Compensation:

Position Hours: Monday-Friday, 9am-5pm, other hours as required.

Location: In the state of Alaska, location flexible

Position Type: Full Time, 40 hours/week

Classification: Exempt, Permanent

Supervisor: CEO

Supervises: Marketing Manager, Creative Services Specialist, Fund Development & Communications Specialist, Marketing Specialist, other staff as assigned.

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Compensation: \$95,000-\$110,000 annual salary

Full Time Benefits: 20 days of PTO (starting), 13 paid holidays, 403b match, High-Deductible Health Plan with HSA option (employer contributes to HSA), Dental, Vision and Life. All premiums covered 100% for employee's health, dental, vision and life. Free **thread** services.

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