



845 West Ridge Road, Gainesville, GA, 770-532-6617, www.HSNEGA.org

POSITION: Vice President of Marketing and Development
REPORTS TO: CEO/President
GRADE LEVEL: Experienced
HOURS: 40+ hours, however, this position may have varying working hours including the ability to work nights and weekends as needed
CLASS: Full-time, salaried, exempt; salary commensurate with experience

SCOPE OF POSITION

The Vice President of Marketing and Development (VPMD) is a forward thinking visionary who is responsible for developing and executing a comprehensive philanthropy program with the goal of increasing stakeholder involvement and fundraising outcomes. The VPMD works closely with the CEO/President/President/President/President and the Board of Directors to build a culture of philanthropy and lead the strategic direction of the organization. The position's primary role centers upon fundraising, donor cultivation, prospect development, solicitation, stewardship and marketing.

ESSENTIAL FUNCTIONS

Leadership

- Serves as part of the senior leadership team, working to ensure organizational health and effectiveness.
- Provides visionary leadership to the Philanthropy Team
- Works with the CEO/President and the Resource Development Committee of the Board of Directors (BOD) to develop strategies to initiate and meet fundraising goals
- Assumes responsibility for all philanthropy and reports to the Board and attends all Board meetings
- Assists in the short and long-term strategic planning activities to create and implement fundraising goals and objectives
- Assists the CEO/President in communicating with various stakeholder groups
- Works collaboratively with members of the Administrative team to advance strategic priorities and includes members of the Administrative team in fundraising efforts when appropriate
- Acts as a key spokesperson on behalf of HSNEGA and builds relationships both internally and in the community
- Leads the organization in building and maintaining a culture of Philanthropy
- Mentors, guides, evaluates and collaborates with philanthropy staff members, including setting clear goals, providing regular feedback, and encouraging open and ongoing communication both within the office and with other key departments.
- Translate broad strategic goals into achievable steps.
- Adhere to the highest ethical standards in management, governance, and fund development. Convey a professional and positive image. Demonstrate commitment to continued professional growth and development.

Fundraising and Donor Relations

- Provides general oversight, vision and leadership of all of the organization's fund development activities.
- Designs and oversees any capital campaign or major gifts campaign initiated by HSNEGA
- Envision and design annual and multi-year fundraising strategies that align with HSNEGA's Board-approved strategic plan

- Builds a robust individual donor program, maintaining and expanding HSNEGA's existing relationships as well as cultivating new ones in support of fundraising goals.
- Identifies, cultivates, solicits and stewards major and planned gift donors and prospects including individuals, corporations and foundations through visits and other forms of personal contact.

Marketing and Communications

- Provides the vision, leadership and general oversight of all of the organization's marketing and communication team and their efforts and monitors adequacy of strategies and tactics.
- Serves as the Public Information Officer for the organization
- Provide vision and leadership to the marketing team to enhance effectiveness of the organization's marketing strategies to ensure excellence in all areas.
- Ensure that all marketing and communications promotes the mission, vision and values of the organization

Knowledge & Skills

- 5+ years in a leadership role in nonprofit fundraising and development with an interest, enthusiasm, and affinity for fundraising and working with people.
- Knowledge and experience in philanthropy, ethics, motivations for giving and volunteering, research and cultivation practices, standard fundraising techniques including face-to-face solicitation, proposal writing, special events, telephone solicitation, and direct mail, and development office functions including gift processing, prospect and donor histories, and fundraising reporting.
- Demonstrated experience in managing and implementing a comprehensive fund development program and producing charitable contributions including confidence in asking people to contribute time and money.
- Comprehensive management and leadership skills and experience
- Keen understanding and experience working with mass affluent and high net worth donors.
- Self-motivated, works well under pressure and is able to manage several projects at one time.
- Sound judgment and ability to exercise complete discretion when dealing with confidential information.
- Willingly and cooperatively performs other duties as assigned by proper authority that may not be in specific job description.

This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship

The Humane Society of Northeast Georgia is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position.