

Employment Opportunities

EO-466

August 28, 2024

“Employment Opportunities” (EO) is a job clearinghouse for non-profit organizations. A one-time listing in Positions Available for LeadingAge Wisconsin members/subscribers is \$50 for a direct reply and \$75 for a blind ad. The fee for non-members for a onetime listing in Positions Available is \$100 for a direct reply and \$125 for a blind ad.

Employment Opportunities are typically included in our *Member Updates* newsletter. Ads submitted also are displayed on the LeadingAge Wisconsin website which can be found at:

www.leadingagewi.org/services-education/employment-opportunities.

EO-1057 Director of Donor Relations & Marketing – Oconomowoc, Wisconsin

The Director of Donor Relations & Marketing works closely with the CEO to tell the Shorehaven story and share the need for financial support. This position will anticipate and identify funding opportunities, manage the writing and submission of grant applications and reports, lead the organization’s annual fundraising, marketing, communications, events and donor recognition and selected public relations programs. Oversees the creative messaging, graphic development, appeals, digital campaigns and events programming to achieve marketing and fundraising results for Shorehaven.

ACCOUNTABILITY

The Director of Donor Relations & Marketing is directly accountable to the Chief Executive Officer.

QUALIFICATIONS/REQUIREMENTS

- Bachelor’s Degree in Communication, Public Relations, Marketing, or related field.
- Knowledge, understanding and experience in fundraising management, principles and practices. Preferably including grant writing and the use of social media (five years desired).
- Previous event management experience.
- Ability to lead while work collaboratively with others across the organization to achieve goals.
- Ability to plan and coordinate with the CEO, staff, Board, and committee members so as to acquire and enhance fund raising and funding sources.

- Proficiency in Microsoft Office and knowledge of development software.
- Excellent professional communication skills and a high attention to detail, including accuracy and efficiency.
- Speaking in public presenting information, group facilitation, influencing and negotiating. Ability to navigate sensitive or complex political issues.
- Demonstrate a positive, collaborative, and productive attitude. Strive for continuous improvement and solicit feedback to improve.
- Valid driver's license.

ESSENTIAL JOB FUNCTIONS

General Fundraising Process and Coordination

- With CEO, develop annual fundraising and communications plan
- With Administrative Assistant, implement, plan and track the cultivation, retention and recognition of donors
- With CEO, build relationships with grantors, foundations, and partners
- With CEO, write and manage two direct mail appeals
- Be informed on current fund raising programs, practices, and procedures being used in the not-for-profit sector

Grants

- Manage annual grants calendar of proposal due dates and report dates
- Build relationships with grantors, foundations and partners; maintain contact with funding organizations during review and submission of proposals.
- Collaborate with CEO and staff to determine grant funding priorities
- Lead the development of donor proposals and reports

Database Management & Analysis

- With Administrative Assistant, develop easily understood reports to evaluate fundraising successes
- With Administrative Assistant, maintain donor database program to ensure accurate and timely data collection

Event Management

- Plan and manage smaller outreach and donor cultivation/recognition events throughout the year.

Marketing & Communications

- Work with CEO in the creation and design of development-focused and annual fund-related initiatives including social media campaigns, e-newsletter and printed bi-annual newsletter, and the annual report
- Build communications strategy for all campaigns

- Oversee the management of Shorehaven's social media and website

The Director serves as a member of the Leadership Team, attending meetings as necessary for proper communication and coordination of responsibilities.

Interested applicants can apply via online through this link: <https://shorehavenliving.org/careers/>