

**The Humane Society for Tacoma and Pierce County**  
**Director of Marketing & Development**  
**Job Description**

Full time Exempt Position

Reports to the CEO

Development/Marketing/Public Relations

The Director of Marketing and Development will provide dynamic leadership and oversee all marketing, fundraising and communications initiatives and activities leading a team of professionals managing marketing, fundraising and public relations activities and responsible for several major revenue streams.

Along with the CEO, the Director of Marketing and Development will develop a vision for The Humane Society for Tacoma and Pierce County's marketing, development and communication strategy, expanding fundraising capabilities and elevating the organization's position in the community, inspiring the support of the entire organization and the community at large.

**Essential Functions:**

- Provide ambitious, sophisticated, strategic leadership and supervision overseeing organizational advancement efforts including, fundraising, communications, marketing and media relations.
- Reach a new and aspiring level of philanthropic success that will advance the reputation and awareness of the organization by actively managing a donor portfolio, participating in cultivation, solicitation, stewardship and philanthropy organization-wide.
- Work closely with the CEO, Board of Directors and Staff Leadership to raise organizational visibility, increase revenue and create awareness and excitement about The Human Society's mission, leadership and staff.
- Serves as a member of the Executive Management Team, as a strategic thought partner and a skilled collaborator, offering valuable insights and input on broad strategic discussions and builds bridges with internal departments, partners and stakeholders.

**Responsibilities and Objectives:**

- Achieve and exceed fundraising targets.
- Develop the profile of The Humane Society through PR and other communication processes.
- Expand digital marketing and social media opportunities.
- Generate a significant stable base of direct debit donors making monthly contributions.
- Develop and deliver strategies to generate major gifts and grant funding.
- Provide strategic planning, direction and oversight to all development efforts.
- Personally develop, lead and grow major individual gift activities, including working with the CEO and Board and additional resources to plan a capital campaign.
- Identify, cultivate, solicit and build relationships with donors and prospects with the capacity to give five, six, and seven figure leadership level gifts.
- Develop and manage marketing and development budget.
- Ensure consistent messaging across the organization to promote the mission, vision and values.
- Develop an annual strategy for communications and marketing which will provide a cohesive message.
- Direct communications efforts for publicity, press, promotion, and public information activities.
- Oversee the writing, editing, production, dissemination and maintenance of all written and electronic communications, including social media, press releases, op-ed pieces, newsletters, annual reports, the website, and promotional materials.

- Create a marketing strategy to promote a strong public image to internal and external audiences.

**Skills and Experience Required:**

- 5+ years of senior level marketing/fundraising experience
- Demonstrable achievements generating multi-million-dollar income streams.
- Must have a successful track record of successfully raising funds and leading a team.
- Proven fundraising skills with individual donor relationships, grant funders and sponsors.
- The ability to think big picture, assess conditions and outcomes, and make rational recommendations regarding fundraising and other key issues.
- Impeccable integrity, judgment, and discretion along with a professional demeanor and interpersonal style that elicits trust from leadership, funders, staff and partners.
- Exceptional writing, verbal communication and presentation skill sets.
- Proven ability to grow income both substantially and cost effectively.
- Proficient computer skills: MS Office applications; Proficiency in Raiser’s Edge or similar development software preferred. Knowledge of CRM or similar contacts database software preferred.
- Demonstrated success in communications and marketing oversight and planning, including social media/digital campaigns.
- Demonstrated success in financial management to allocate resources, prepare budgets, analyze financial data and forecast unearned income.
- Proven experience in the design and execution of marketing, and public relations activities.
- Strong creative, strategic, analytical, organizational and relationship skills.
- Experience developing and managing budgets, and hiring, developing, supervising and appraising personnel.
- Successful experience writing press releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print materials and publications.

**Key Attributes**

- Ability to manage multiple projects on budget and on time.
- Ability to prioritize effectively
- Ability to think through consequences of actions or inactions
- Ability to focus on core objectives

**Skill and ability to:**

	Never	Seldom 1%-10%	Occasional 11%-33%	Frequent 34%-66%	Constant 67%-100%
Stand			X		
Walk			X		
Lift <10 lbs			X		
Lift 10-25 lbs		X			
Lift 26-50 lbs		X			
Lift 51-75 lbs	X				
Lift 76-100 lbs	X				

Twist		X			
Reach		X			
Push and Pull		X			
Climb	X				
Sit				X	
Vision					X
Hearing					X

To Apply:

Qualified candidates, please email resume, cover letter and references

Please include all documents as one pdf file and use "Marketing and Development Director" in the subject line.