



*An Equal Opportunity Employer working in a drug-free environment*

**Position:** Director of Resource Development and Marketing  
**Classification:** Exempt  
**Status:** Full-time (40 hours / week)  
**Supervisor:** Executive Director  
**Date last Update:** January 10, 2017

### **Summary**

Responsible for Paterson Habitat for Humanity's fundraising strategy and activities and for marketing the organization to generate financial support across all constituencies through identification, cultivation, solicitation, recognition and stewardship of donors and their gifts. Responsible for creating short and long term funding strategy through the strategic application of data and analytics. The Director of Resource Development and Marketing is a member of the senior leadership team of Paterson Habitat.

### **Primary Responsibilities:**

- **Develop and implement a Board-approved Resource Development Plan** that is donor centric and diversified with special attention to developing a major donor and planned giving program.
- **Personally attract, build and manage a portfolio of high net-worth individual donors.**
- **Sustain and grow current income streams through aggressive marketing** including targeted pitch materials and personal solicitation meetings.
- **Ensure data mining and analytics** are applied to existing donor categories to highlight giving trends, segment donor population, and inform the fundraising effort. Ensure implementation of data collection for each income activity, including income/expense information and donor/volunteer records.
- **Evaluate current public relations and media relations programs** and create, plan and implement next steps as appropriate.
- **Provide leadership and supervision for a staff** of resource development, marketing, volunteer management, and technology professionals. Corporate fundraising, grant writing, volunteer engagement and event management are currently underway through members of the team.
- **Other responsibilities and duties** as assigned consistent with the mission and goals of the affiliate.

### **Qualifications**

- Bachelor's degree, either in Business, Communications, Marketing or a related field.
- Strong executive presence including interpersonal and presentation skills to build relationship and interact with a diverse set of donors and partners.
- Demonstrated success in large gift fundraising or generating funds for private investment.
- Minimum of five years in a comprehensive development program with demonstrated success or comparable business experience.

- Experience leading and motivating a team of professionals and overseeing their responsibilities, including technology professionals.
- Ability to evaluate technology fundraising products and proficiency in Microsoft Office applications: Word, Excel, PowerPoint. Experience with Blackbaud's Raiser's Edge is preferred.
- Evidence of ability to perform as a senior member of the Paterson Habitat for Humanity team (3-4 executives), provide advice and counsel to the Executive Director and interact successfully with the Board of Directors.
- Other preferred skills and traits include excellent oral and written communication skills, project management skills, attention to detail, high energy, hard working, perseverance, and passion for the cause.

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