

# American River Parkway Foundation Job Description

## Fundraising and Marketing Director

Under the supervision of the Executive Director, this position assists with the development of the marketing, communication and fundraising policies and objectives of the Foundation, and is primarily responsible for implementing those policies and achieving the established objectives.

### **SPECIFIC RESPONSIBILITIES:**

**Strategic Planning:** Assists the Executive Director and Development-Marketing Committee of the Board to develop strategies to initiate and meet aggressive marketing goals and fundraising goals.

### **Donor Stewardship:**

- Plan, and implement activities for donor cultivation, solicitation and relations.
- Author and seek grant funding for Foundation programs
- Assist Executive Director in planning and implementing special fundraising projects.
- Develop and implement a donor recognition program.
- Assist the Planned Giving Sub committee

### **Marketing:**

- Develop and implement a comprehensive multi-media marketing strategy for the Foundation that integrates all projects and programs of the Foundation.
- Attend meetings of local stakeholder groups to garner support for the Foundation.

### **Community Engagement:**

- Develop and implement a comprehensive plan that advances the organization's strategies to increase engagement and deepen relationships with individuals, new target audiences and volunteers
- Represents the Foundation in community initiatives and events that support the Foundation's goals/strategies and engage key constituents

### **Communications**

- Under general direction from the Executive Director, implement the Public Relations Plan for the Foundation that includes media relations, publications and social media.
- In consultation with the Executive Director, develop press releases, plan and implement media conferences, and pitch story ideas to print and electronic reporters and bloggers.
- Maintain and update the Foundation's web-site on a regular basis. Develop and implement an integrated strategy for social media, and work with Events Coordinator to update all target sites with information about the Foundation.
- Completing such other projects and assignments as are from time to time assigned by the Executive Director. Due to the nature and small size of the Foundation's staff, all staff members may be required to perform duties outside of their job descriptions.

**Requirements:**

- College degree desirable.
- California driver's license and reliable transportation.
- Skilled in Microsoft Word, Excel, publication software and graphics programs. QuickBooks desirable.
- Web page management and editing skills
- Excellent written and verbal communication skills.
- Able to work occasional weekend and evenings.
- Able to lift 50 pounds.