

## **DIRECTOR OF DEVELOPMENT AND MARKETING**

Furry Friends Adoption, Clinic & Ranch is seeking an experienced Director of Development and Marketing who will forge key relationships to build Furry Friends' visibility, impact and financial resources with the primary objective of raising increased revenues to attain organizational growth goals. The Director works collaboratively with staff at all levels of the organization to meet programmatic and philanthropic needs.

For 40 years, Furry Friends has rescued, rehabilitated and re-homed abandoned and abused cats and dogs in South Florida. The coming decades will see the continuation and culmination of a plan for major organizational growth.

### **Position Summary:**

The Director of Development leads all our fundraising efforts. This person is responsible for working closely with the organization's president, board and executive leadership to access multi-channel fundraising to acquire new donors, deepen relationships with existing donors and raise the organization's public profile. The Director will develop relationships in order to position the President to connect with philanthropists, entrepreneurs, and business leaders and will design, implement and achieve strategic fundraising goals and initiatives. The Director will also cultivate their own portfolio of high-level donor relationships.

### **Responsibilities:**

- Create the fundraising strategy, set clear direction, and identify well-defined and measurable annual and multi-year goals
- Effectively communicate the mission and vision of the organization
- Identify, cultivate, solicit and steward high-level donors (individual, corporate and foundation) capable of making gifts of \$100,000 or more, creating a portfolio of high-level donors to actively manage
- Build a broad network of prospective partners and donors, expanding the reach of Furry Friends into new donor markets
- Partner with the President to manage high-touch relationships and steward principal donors
- Coordinate the participation of the President, board, and executive leadership in the joint cultivation and stewardship of key funding sources
- Liaise with the Fundraising Committee of the Board of Directors
- Build greater capacity, particularly in major and principal giving, corporate and foundation relations, direct response marketing and planned giving
- Provide strategic oversight of philanthropic events
- Assist with grant applications prepared by the Director of Programs and/or other members of the team
- Evaluate current fundraising activities and development plans to improve return on investment

- Establish an effective communication strategy that strengthens the organization's digital presence
- Develop creative marketing partnerships
- Foster relationships for earned and paid digital media opportunities
- Supervise the work of the Digital Media Manager
- Oversee the production of Agency newsletters, annual reports, brochures, information packets and other necessary marketing materials

**Essential experience, knowledge, skills and abilities:**

- Bachelor's Degree required
- Minimum 5 years of experience in leadership roles in charge of fundraising efforts in nonprofit organizations of similar size and a minimum of 5 years of marketing experience
- CRFE certified preferred
- Demonstrated track record of meeting or exceeding fundraising and budget goals.
- Excellent verbal and written communication skills, with the ability to briefly summarize the essence of issues and means to address them.
- Outstanding interpersonal skills
- Maintains a professional demeanor at all times
- Demonstrates high levels of integrity, sound judgement and discretion
- Familiarity with Bloomerang, QGIV and/or other similar fundraising and donation processing software
- Working knowledge of Google Workspace, as well as Word, Excel, PowerPoint, database management and basic knowledge of publishing programs; must be comfortable learning and using new technology
- Position operates in a standard office environment and must be o.k. with animals in the office and at events
- Some evening and weekend hours will be required for outreach or event participation
- Passion for animal welfare