Join Our Team! Career Opportunity

We are searching for a **Senior Director of Marketing and Development** to join the Elizabeth Richardson Center (ERC) team. This person will be a leader in developing and executing strategies to increase top line revenue and resources.

**Summary**

The Senior Director of Marketing and Development will be responsible for leading ERC’s development of year-round philanthropic relationships, raising revenue to support ERC’s programs, and managing and marketing ERC’s brand in the local community. As a member of the ERC team, you will report to the Executive Director and work with members of the board of directors and staff to develop and execute a well-coordinated marketing and development program. Bachelor’s degree and five to seven years fundraising and/or business development experience are required. CFRE preferred.

**Job Description**

- Develop and implement strategies to connect with donors, understand their interests, and demonstrate how ERC can help them meet their philanthropic goals. This includes individual, corporate, and foundation donors.

- Generate trust among donors and potential donors by being authentically interested in their need and interests, and by creating a positive image through enthusiastic interaction via face-to-face meetings, phone, email, regular mail and on social media.

- Manage and create marketing and promotional activities.

- Develop and implement a comprehensive year-round communications plan to keep supporters informed and engaged.

- Manage and provide oversight to the Marketing Director.

- Oversee event management.

- Oversee coordination of volunteers.

- Achieve annual fundraising goals, working with accounting staff to ensure accurate and appropriate recording of all donations.

- Support the board organizational development committee, which includes identification and recruitment of committee chair and members, development of strategic agenda and achievement of goals.
Work cross-functionally with all departments to drive and generate revenue, analyze prospective individual donors and recommend solicitation strategies.

Assist in developing annual department work plan and corresponding budget; ensures alignment with organizational goals and priorities.

Ensure there is a system to securely maintain all donor data (dollars, donors, lapsed and new donors).

**Qualifications**

- Bachelor’s degree in business related field required.
- Minimum five to seven years fundraising or sales experience.
- Driver’s license and valid transportation required.
- Ability to work in a fast-paced environment and juggle multiple priorities, and able to react and adjust quickly to changing conditions.
- Excellent communication skills; able to communicate effectively and articulately in writing and orally.
- Good sense of humor
- Proficiency in Microsoft Office Suite required.
- Ability to keep his/her composure with the public and co-workers in everyday, stressful situations.
- Strong customer focus in all tasks and activities, even while at times under pressure.
- Solid relationship management skills enhancing internal organizational relations, external community interactions, and in business development opportunities.
- Ability to relate well with people from diverse groups.
- Holds self and other team members accountable for achieving results.

**Salary**

$75,000 up to $80,000 depending on experience

Qualified applicants should submit a resume and a cover letter describing 1) their qualifications and experiences; and 2) how they learned about the position to: bludwig@ercinc.org.

**About ERC**

Founded in 1963, The Elizabeth Richardson Center is the most comprehensive provider of developmental services for individuals with cognitive and physical disabilities in Northwest Arkansas. Our mission is “To enhance the quality of life for individuals with disabilities” and our mission lives in the hearts of everyone who works with those we serve. We currently have three child development centers, two adult learning centers, a home and community waiver program, and three inter-mediate care facilities. Throughout the year we serve over 300 children and adults and employ approximately 185 staff.