



Position Title: Development & Marketing Director
Reports to: Executive Director
Position Status: Full-time
Salary: \$75,000 - \$85,000

Since 2003, the nonprofit **PAL: Play. Advocate. Live Well** has provided Spartanburg County residents with opportunities for active living and healthy eating. From spearheading the Daniel Morgan Trail System to running the Hub City Farmers Market, their work transforms the community's health.

PAL seeks a dedicated leader to serve as **Development & Marketing Director**—a key role designed to secure the financial resources and brand visibility that make their mission possible. Strong candidates will have a track record of building relationships with community members, donors, and prospects, and achieving annual fundraising and community engagement goals.

Reporting to the Executive Director, this position will lead PAL's fundraising, donor relations, and brand strategy. This is a senior leadership role that balances marketing and event oversight with high-level relationship building and donor-centered fundraising.

The Director will manage a passionate team in a flexible, collaborative environment that values hard work and having fun together.

PAL provides a hybrid work environment, requiring at least three days per week in the office, depending on role responsibilities and deliverables. Occasional evening and weekend work is required in connection with community events. This role is intended to be **full-time**, though PAL may consider highly qualified candidates interested in a part-time arrangement.

POSITION RESPONSIBILITIES

Fundraising & Donor Relations:

- Oversee and manage all sources of philanthropic funding, including events, annual giving, major gifts, planned giving, and grants.
- Actively cultivate relationships with a portfolio of individual donors to encourage connection and giving to PAL's priorities.
- Manage the major giving effort, partnering with the Executive Director and board to generate significant designated and undesignated funding.

- Lead annual campaigns, from online giving to direct mail, ensuring all donors feel connected to PAL's impact and are invited to give.

Brand & Communications:

- Act as the primary voice for PAL.
- Translate complex projects into clear, resonant stories across our website, social media, bi-weekly e-blasts, and annual reports.

Strategic Giving Administration:

- Oversee Every Action (CRM) to track fundraising efforts and ensure accurate, timely gift processing and donor acknowledgments.

Project Oversight:

- Manage the visual identity for "The Dan" trail system, Saluda Grade Trail, PAL Food Hub, Hub City Farmers Market, and other emerging ventures.
- Support the implementation of major community events like the Criterium and Turkey Day 8K.

Organizational Leadership:

- Serve on the Senior Team to set organization-wide priorities.
- Supervise the Marketing Manager, Development Associate, and grant writing consultant.
- Manage the Board's Resource Development Committee.

ESSENTIAL SKILLS AND EXPERIENCE

- **Experienced Fundraiser:** 5+ years of experience in fundraising, with a proven ability to set and exceed funding goals.
- **Strong Communicator:** Clear, concise writing and confident public speaking ability; skilled in engaging diverse audiences.
- **Relational Leader:** Community-minded; thrives in planned and unplanned social interactions, builds partnerships based on integrity, respect, and inclusion.
- **Mentor/Leader:** Experience leading high-achieving teams and mentoring staff; a track record of inspiring individuals and teams to greatness.
- **Organized & Tech-Savvy:** Proficient in Microsoft Office and CRM software; capable of managing confidential data and navigating sensitive situations independently.

- **Mission-Aligned:** Genuine belief in PAL's values and a desire to improve the health and wellness of Spartanburg County.

Salary: \$75,000 - \$85,000 and a comprehensive benefits package

[APPLY HERE](#)

Play. Advocate. Live Well. has engaged Capital Development Services (CapDev) to conduct a search for this position. Candidates are required to submit a cover letter and a resume. All materials will be kept confidential. Application materials will be reviewed as received. Additional inquiries may be directed to search@capdev.com.