VP of Marketing and Advancement

Frasier - Boulder, CO

In the top tier of retirement communities in the nation, Frasier is an independent, non-profit 501(c)(3), mission driven, CARF accredited home to a vibrant community of nearly 4500 residents. As befits a Life Plan Community in an active city like Boulder, CO, Frasier has a remarkable group of residents who have chosen Frasier as the base for a retirement that is active physically, intellectually and socially, including many retired professors and staff from the University of Colorado. This VP will play a major leadership role as Frasier continues to grow our programs and offerings both inside and beyond our campus, implementing innovative methods to create community, and building on our culture of excellence.

The Vice President for Marketing and Advancement will be the creative strategist and driver for both Frasier’s marketing efforts and its philanthropy (primarily individual donor and planned giving) program. This means knowing the community well and being able to communicate Frasier’s unique strengths and resources, including its remarkable residents, its beautiful setting and its diverse educational and cultural programming in new ways to potential residents and donors. In addition to leading these critical functions, the VPA serves as part of an unusually experienced, collaborative and fun executive leadership team which guides the community as we seek to be the best that we can be.

If you are creative, collaborative and are ready to take on some serious competitive challenges, this is a wonderful opportunity for you!

Position Requirements

The ideal candidate will meet the following qualifications:

- Minimum of 5 years of fundraising and development experience preferably with Life Plan Communities; including experience with major donors, direct mail, online giving, capital campaigns, events, planned giving and government grants.
- A minimum of 5 years’ experience in sales and marketing with not-for-profit Life Plan Communities
- Computer proficiency including MS Office, data base management, web-site and social media.
- Strong management skills and the ability to work effectively in a team setting
- Strong organizational skills and the ability to manage several projects simultaneously.
- Excellent interpersonal, written and verbal communication skills.
- Must be detail oriented and organized.
- Bachelor’s degree required, CFRE and a Master’s degree preferred.
- Demonstrated success in a development function, managing and forging relationships with multiple donor sources.
- Ability to work effectively with residents, staff, volunteers, professional and business leaders, and to speak effectively to individuals and groups.
- Demonstrated commitment to high professional and ethical standards.
- A demonstrated collaborative style and team orientation.

For more information, or to apply, please send resume, cover letter and salary requirements to David Erickson-Pearson at Erickson-Pearson Search: email - epdavid@earthlink.net; phone - 303-703-6165.