Job Description

Position Title: Fundraising and Marketing Manager  
Classification: Exempt; 40 hours per week  
Reports To: Chief Executive Officer  
Date Created: July 2020

Summary/Objective: To develop and implement a robust and diverse fundraising strategy for Senior Housing Options, Inc., create and execute a marketing plan consistent with the strategic vision of the organization, and measure results against goals to illustrate return on investment.

Essential Functions:

- Create annual Fundraising Plan that will generate revenue needed to support strategic vision of the organization, in concert with the Board’s Fundraising Committee and Executive Director’s vision
  - During the time of restricted contact for individuals, while the COVID-19 virus is present, the focus will be away from in-person events, and will focus more on individual fundraising (via online methods, such as appeals to our contacts, Colorado Gives Day, Giving Tuesday, web-based “events”, etc.) and grants.
- Manage implementation of the annual Fundraising Plan, including periodic realignment if needed, with a personal focus on individual giving
- Develop annual income and expenditure budget for the Fundraising Plan and specific fundraising activities, and meet all goals in that budget
- Implement, manage and evaluate all fundraising activities to ensure that goals are achieved
- Identify, develop and steward individual, corporate, and community prospects and donors for the organization’s fundraising priorities; coordinate cultivation plans for these constituents with CEO and Board of Directors
- Update and report on a regular basis to all appropriate constituents on the progress of the Fundraising Plan, specific fundraising activities, including scheduled reports to grantors
- Lead and collaborate with the Board of Directors’ Fundraising Committee
- Oversee key fundraising and marketing events for SHO, with help from appropriate contractors
- Oversee grant source identification, create and manage a grant submission calendar, contact target sources for guidance, and with appropriate consultant(s) implement the writing/creation of submittals, and follow-up with reports
- Maintain and utilize donor data and mailing list data, and mine data for maximum value
- Identify, engage and supervise volunteers and community groups, such as LoDo Cares, as appropriate to help support fundraising activities
- Oversee the management of the organization’s website and social media to reflect the strategic vision, to attract potential donors and to serve as an informational resource to the community
- Support SHO properties in implementation of their local fundraising and public relations plans, and in particular coordinate marketing of open units for each facility to appropriate audiences, and consistent and regular visibility for open employment positions at each property
• Develop and execute a comprehensive budgeted Marketing Plan to promote the organization to its potential residents/families, potential employees, donors, partners, potential collaborators, and maximize public awareness of SHO
• Create and implement robust social media, email and print strategies that support the organization’s Marketing Plan

**Work Environment:**

• Office setting; may sit for long periods
• Visits and calls to healthcare contacts to promote open units to care coordinators, social service contacts, and other referrers to assisted living
• Meetings with donors, sponsors and collaborators offsite
• Intermittent sitting, standing and walking
• Lift up to 20 pounds
• Works beyond normal working hours, in evenings and on weekends, and sometimes holidays, using flexible hours/work schedule as approved by supervisor

**Competencies:**

• Ability and passion for gathering financial support for SHO’s mission
• Ability to communicate clearly and persuasively both verbally and in writing, including ability to provide non-technical assistance in a simple, straightforward manner
• Presents well to the public and especially to donors
• Sense of urgency and embracing stretch goals
• Developing strategic fundraising and visibility plans and executing on those plans
• Knowledge and experience with fundraising software and customer contact tracking software
• Coordinating detailed logistics for events that are online, and in-person
• Demonstrated knowledge of the creation and use of social media and website platforms
• Working with and managing consultants/contractors for various projects and duties
• Evaluating results using data analytics; changing course based on results
• Delegating tasks to other team members and following up on completion
• Demonstrate sensitivity to the concerns of residents and a commitment to dealing fairly with all
• Friendly, professional demeanor, positive disposition, tactful, patience and high ethical character
• Strong organizational and interpersonal skills; attention to detail
• Enjoys community involvement, resident interaction, and public representation of the organization.

**Education and Experience:**

• Bachelor’s Degree or equivalent, with a minimum of three years’ experience in fundraising and/or marketing/promotions
• Specific experience in donor cultivation/solicitation
• Experience with grant writing, event planning/implementation, and website management preferred
• Experience contracting with, and coordinating, outside experts as needed for grant writing, or events
• Experience with fundraising software and CRM tools preferred (Network for Good and Constant Contact preferred)
• Demonstrated working knowledge of Microsoft Office Suite including Word, Excel, Outlook, and of Word Press; experience with HTML coding preferred
• Excellent writing and interpersonal communication.

**Expected Hours of Work:**
This role is considered full-time (40 hours per week).

**Compensation and Benefits:**

$55,000-70,000/year; SHO also provides a comprehensive array of benefits including an employer match for our 403B plan, and a free parking pass for downtown (or an RTD pass monthly).

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements. Senior Housing Options is an Equal Opportunity Employer (EOE), M/F/H/V. Senior Housing Options, Inc. is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age 40 and over, race, sex, color, religion, national origin, disability, military status, genetic information, creed, ancestry, sexual orientation or gender identity, or any other status protected by applicable state or local law.*

**To Apply:**

Please send resumes to [jgoddard@seniorhousingoptions.org](mailto:jgoddard@seniorhousingoptions.org).