



Assistance Dogs Northwest Development/Marketing Director – Job Description

JOB TITLE: Development/Marketing Director

REPORTS TO: Executive Director

SUPERVISES: Staff and Volunteers

SUMMARY

Join our team and help unleash abilities! Assistance Dogs Northwest has a unique employment opportunity for a Development/Marketing Director at our campus on Bainbridge Island, WA. This position serves as a key leadership team member and is responsible for planning, development and implementation of all of the Organization's (Assistance Dogs Northwest and Assistance Dogs of Hawaii) marketing / communication and development strategies. This position will work to increase awareness and understanding of our organizations mission, vision and community outreach through and integrated communication and fundraising strategy. The successful candidate will create and maintain positive relationships with donors, volunteers and community partners, while overseeing all aspects of marketing and development.

PRIMARY RESPONSIBILITIES

Work closely with the Executive Director and as a key part of the leadership team, this position will be a central part of creating and executing organization-wide strategy and manage the philanthropic and marketing plans of this established and growing organization.

Serve as the champion of philanthropy and help shape and update the organization's strategic marketing and development plans. Collaborate with the ED to develop annual fundraising goals and marketing initiatives and direct the implementation of long- and short-term plans to meet those goals.

This role need not be a subject matter expert in all of the areas of focus but will need the skills and passion to help the Executive Director and other team members to take the Organization's success to the next level. Responsible for the achievement of marketing/communications/philanthropy mission, goals and objectives. Ensure that evaluation systems are in place related to these goals and report progress to the Executive Director and Board.

Marketing, Communications and Public Relations

- Responsible for creating, implementing and measuring the success of an annual comprehensive marketing, communications and public relations program that will enhance the Organization's image and position within the marketplace(s) and the general public
- Oversee and develop top-level messaging and branding strategies for the Organization.
- Responsible for media relations, design, production and distribution of all Organization publications, marketing materials including print, digital and social media



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- Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests.
- Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, monthly newsletters, website, etc.

Development

- Working with ED, help raise annual operating funds (and capital funds as needed) to allow the Organization to grow its mission, vision and goals.
- Working with ED, help create and oversee a Major and Planned Giving Program, Individual Annual Giving Program, and Corporate Relations Program.
- Oversee Grants Program and assist with grant writing.
- Support the planning and execution of all fundraising events.
- Cultivate and sustain positive, productive relationships with existing and prospective donors, foundations, community leaders, volunteers and businesses.

QUALIFICATIONS

- 5+ years of leadership experience in non-profit marketing/development
- Bachelor's Degree in a related field
- A professional and resourceful style, takes initiative, and is able to manage multiple tasks and projects at a time. High energy and passion for ADH/ADNW's mission
- Excellent communication skills, both written and oral with exceptional attention to detail
- Strong organizational, leadership, and time management skills
- Flexible and adaptable style with a positive, "can-do" attitude
- Experienced with a wide variety of computer programs including Microsoft Suite
- Knowledge of donor database management (Salesforce preferred)
- Ability to work independently without close oversight, but also a team player who works well with others within and outside the organization

COMPENSATION PACKAGE

We offer a comprehensive benefits program that includes health insurance, a matching 403(b) plan, paid holidays and generous vacation time. Once a year travel to ADH Campus on Maui is included. Additional perks include four-legged co-workers and puppy breath! Salary commensurate with experience.

Please send your resume and cover letter to Maureen Maurer at:
mo@assistedogsnorthwest.org