



## **Job Description: Director, Development and Marketing**

**Reports To: President & CEO**

### **About Business Volunteers Unlimited (BVU)**

BVU, a 501©3, strengthens nonprofits by involving volunteers from the community, engaging business professionals on nonprofit boards, and providing leading-edge board and management consulting and training services. We thoughtfully connect business leaders and nonprofits to foster productive and rewarding leadership and volunteer activities.

### **Job Summary:**

The Director, Development and Marketing works with the President and CEO to manage, set and guide the strategy for a newly-created development function and spearhead development efforts. The Director is responsible to develop the strategy and implement all marketing/communications including BVU's website, social sites and collateral to consistently articulate BVU's mission and to encourage the business, nonprofit and philanthropic communities to participate in BVU's programs and services. This position, in collaboration with senior management will oversee the development and execution of the seminar and events calendar by the Coordinator, Events and Communications.

### **Primary Duties:**

#### **FUND DEVELOPMENT**

- Develop and execute an annual fundraising plan in collaboration with President & CEO
- Create and execute a strategy for a large, sustained based of annual individual donors.
- Develop and steward relationships with current, past, and potential funders; Plan and execute annual fund solicitation, tracking, acknowledgement, and stewardship of individual donors
- Engage board of directors in fundraising efforts.
- Manage/ensure data entry and gift processing; create a Salesforce process and integration for marketing automation and donor tracking and acknowledgement.

#### **MARKETING AND COMMUNICATIONS**

- Develop, implement, and evaluate the communications plan and strategy in collaboration with BVU Leadership team. Assess and report on the effectiveness of communication strategies.
- Suggest marketing and communication strategies to increase revenue.
- Manage BVU's brand consistency, coordination of messages, and provide the highest standard for external communications.
- Lead the generation of online content that engages audience segments and leads to measurable action. Create and execute digital marketing campaigns, inbound marketing, advertising, and content marketing;
- Monitor the company's social media and online presence; track and measure the level of engagement within the network.
- Write, edit, design and distribute content, including publications, blogs, press releases, website content, annual reports, speeches, and other identity material that communicates BVU's mission, programs and activities.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Support board Community Relations Committee.

## **SEMINARS & EVENTS**

- Oversee development and execution of BVU's event calendar, responding to the needs, interests and demands of the business and nonprofit community.
- Oversee the daily responsibilities of the Coordinator of Events to ensure seminar logistics are properly arranged to include food; nametags, presentation materials, speaker gifts, and supplies.
- Oversee the communication in posting seminars on BVU's website, internal database and other marketing avenues.
- Participate in and execute large-scale events.
- Ensure all seminar sponsorship benefits are fulfilled (including signage, logo and name recognition on website and email blasts, verbal recognition at seminars, etc.).
- Oversee venue selection, speaker identification, seminar content, web registration, fee structure and agenda requirements.
- Maximize seminar revenue potential; determine, monitor, and project BVU's seminar revenue and expense budget line items.
- Open/close seminars, meet with potential presenters, and/or participate in staff planning meetings.
- Other duties as directed.

### **Required Qualifications:**

- Excellent writing and editing skills.
- Experience in fundraising including annual fund and/or major gifts and/or sales.
- Experience diverse vehicles to convey a message (digital, print, integrated, etc.)
- Strong public speaking skills.
- Salesforce/CRM experience a plus
- Good time-management and organizational skills.
- Knowledge of: MS Office, WordPress, Google Analytics, Photoshop, Illustrator, Access, SharePoint, Maropost, HubSpot, Hootsuite, Survey Monkey, social media platforms and basic HTML.
- Combination of education and experience normally represented by a Bachelor's Degree in Business, Marketing, Communications, or Public Relations Degree and five or more years of related experience
- A minimum of 8+ years' experience working in a development, marketing or communications position.

### **Benefits:**

- Attractive Salary
- Generous Vacation Package
- Hybrid Work Week (Optional)
- 10 Paid Holidays
- Medical/Dental/Vision
- 403(b) Plan with match
- Life Insurance fully paid by BVU
- Downtown Parking Provided

Send resume and cover letter to: [Apply@bvuvolunteers.org](mailto:Apply@bvuvolunteers.org)

*(BVU is an equal employment opportunity employer, committed to a diverse workforce)*