



Director of Development and Marketing

The National Immigration Forum (the Forum) advocates for the value of immigrants and immigration to the nation.

Founded in 1982, the Forum plays a leading role in the national debate about immigration, knitting together innovative alliances across diverse faith, law enforcement, veterans and business constituencies in communities across the country. Coming together under the Forum's leadership, these alliances develop and execute legislative and administrative policy positions and advocacy strategies.

Leveraging our policy, advocacy and communications expertise, the Forum works for comprehensive immigration and sound border security policies, balanced enforcement of immigration laws and ensuring that new Americans have the opportunities, skills, and status to reach their full potential.

Visit our website at www.ImmigrationForum.org for more information about the Forum.

Reports to: Chief of Staff

Exempt or Non-Exempt: Exempt

Position Summary:

The Director of Development and Marketing is responsible for the alignment and execution of all fundraising and marketing strategies across the organization in order to grow our donor base and increase public awareness of the Forum's work. Working closely with the Executive Director and senior staff, the Director will create and implement a multi-year marketing and fundraising plan that includes major donors, corporations, foundations, special events, presentations, electronic and direct mail and collateral efforts that support and advance the organization's vision and work. The Director will also provide overall strategic and creative direction for the Forum brand, leading brand development, including brand positioning, managing visual assets, messaging on the organization and its mission to existing and prospective funders.

Job Duties and Responsibilities:

The Director will lead the development and marketing team, which is responsible for the following:

Marketing

- Develop and execute a comprehensive strategic marketing plan, with defined goals, objectives and timelines, including media buying/advertising. Must execute plan across multiple channels.
- Oversee execution of marketing activities, including major events and fundraising.
- Build a comprehensive approach to the Forum's audiences that positions the organization's unique capabilities for existing and potential donors, identifies and advances prospective donors and allies, and converts and retains those prospects over time.
- Responsible for marketing content: writes, edits and manages marketing content for ongoing development communications.
- Create marketing collateral tailored for donors and prospective donors.
- Manage dashboard of revenue-related performance measures that monitor results, demonstrate changes over time through year-to-year comparisons, and provide accurate and timely information to decision-makers.
- Understand database marketing and segmentation and use email marketing to engage and grow Forum database contacts with timely, relevant and valuable content that is representative of the Forum brand and mission.
- Develop overall email strategy/roadmap to utilize email to accelerate prospects
- Responsible for compiling, analyzing and sharing email channel performance data to identify optimization within the existing strategy and suggest new opportunities for growth
- Work closely with senior staff to fully leverage marketing opportunities, initiatives and messaging.

Development

- Develop annual fundraising plans and strategies, including goals, cultivation and solicitation activities, and timetables in order to obtain support from individual major donors, corporations and foundations.
- Develop corresponding budgets and financial projections.
- Identify individuals, businesses, foundation prospects, and business/corporate prospects including appropriate contacts. Keep abreast of current trends in the nonprofit fundraising community, and of the priorities and initiatives of potential funders who are likely to support the Forum's mission, values and goals.
- Communicate with and solicit potential donors. Determine when it is most effective for the Executive Director, other senior staff, or Board member to communicate with potential donors; lay the groundwork, coach and provide support for their activities as needed.

- Manage and coordinate the development and completion of grant proposals and reports with support from grant writer and program staff. Work with Director of Finance and Operations to prepare budgets and financial reports.
- Oversee the execution of fundraising events, including annual awards event, and donor briefings and meetings.
- Engage the Board of Directors in fundraising activities; support and advise members of the Board on their fundraising efforts.
- Foster a culture of philanthropy among senior staff and throughout the organization, ensuring that organizational culture and systems support marketing and development.
- Ensure compliance with all applicable legal and ethical standards and guidelines.
- Provide leadership and management to the development and marketing team
- Supervise the marketing and development staff and interns.

Experience and Qualifications:

Candidates are to have a Bachelors' degree and seven to ten years of progressively responsible marketing and development experience, preferably in a nonprofit, with solid achievement in constructing and implementing multi-year strategic marketing and development plans. Preference given to those holding a Master's degree or CFRE (Certified Fund Raising Executive) accreditation.

This position also requires:

- Strong organizational, writing, communication and interpersonal skills, innovative and creative thinking;
- The ability to prioritize multiple projects and deadlines simultaneously;
- The ability and credibility to lead others coupled with the humility to know when to put a colleague forward to achieve the best results for the organization.
- An understanding of how marketing and development cut across the entirety of the organization;
- An ability to connect the dots of individual donor development, with a sense of what donors would be interested in and at what point; and
- A commitment to the values and mission of the organization and ability to communicate an inspired vision or sense of core purpose.

Salary: Negotiable - depending on experience. The National Immigration Forum offers a very competitive salary and benefits package.

The National Immigration Forum is an equal opportunity employer and women, people of color and ethnic minorities are strongly encouraged to apply.

Candidates are encouraged to apply on or before February 15, 2019; however, the position will remain open until filled.

To apply, send cover letter, resume and salary requirement to resume@immigrationforum.org and include “Director of Development and Marketing” in the subject line.

Applications submitted without the required information will not be considered.