

# **Humane Society of Southwest Missouri**

## **Marketing and Development Manager**

The Humane Society of Southwest Missouri (HSSWMO) is searching for a Marketing and Development Manager. The successful candidate will wear several hats at the HSSWMO and will be responsible for managing the fundraising and donor activities to raise awareness and financial support for the HSSWMO. The a Marketing and Development Manager is, in partnership with the Executive Director who serves as Chief Development Officer, accountable for the identification, cultivation, solicitation and stewardship of donors through personal contact, direct mail and newsletter campaigns, fundraising and awareness events, foundation research and grant request writing, planned giving, monthly giving, matching gifts, solicitation of corporate gifts, donor acknowledgment and management of donor records.

### **Responsibilities:**

- Act independently with broad program goals to prioritize tasks in the absence of specific instructions and exercise independent judgment to identify and solve problems
- Annual fundraising goal of \$1M or more, along with other specific goals for event growth
- Ensure compliance with the HSSWMO's policies and procedures and external (donor/legal/IRS) requirements
- Financial responsibilities include meeting fundraising and event objectives, working within a budget, and negotiating and contracting with vendors
- Persuasively convey the mission of the HSSWMO to diverse groups who are important to the organizations overall prosperity
- Cultivate and nurture relationships with current and potential corporate & foundation sponsors, and individual donors
- Manage the HSSWMO Sponsorship program, which includes identifying and securing corporate Sponsors, and engaging them in ongoing service opportunities
- Coordinate and implement both major and third party events for HSSWMO, including our annual signature event Lucky Paws and develop, plan and coordinate other major events for the organization
- Write grant proposals and reports to corporate, foundation, and government funders
- Assist with development, tracking and growth of our individual donor base; manage direct mail campaign
- Maintain and update our donor database and ensure accurate information is provided for mailings and donor solicitation.
- Provide detailed program information to prospects and draft newsletters, marketing materials, personalized correspondence and acknowledgements
- Assist with development and implementation of comprehensive marketing, social media and public relations strategy

- Assist with management of Capital Campaign strategy and implementation
- Work overtime as needed
- Able to work in a fast paced environment where animals are also present

### **Qualifications, Skills, and Experience:**

- Bachelor's degree and 3 years related experience or equivalent combination
- Strong written and verbal communication, excellent attention to detail
- Experience building relationship with donors, volunteers, and staff
- Experience in event coordination and facilitation
- Experience generating reports, analyzing and interpreting data
- Experience managing and tracking multiple prospects and donors
- Experience in developing/coordinating marketing and social media materials to promote an organizations goals
- Experience, coursework, or other training in fundraising and marketing principals and practices
- Ability to implement and coordinate fundraising plans, including events, individualized cultivation, solicitation and recognition plans
- Demonstrated experience using diplomacy and tact to build strong relationships and motivate staff and donors
- Direct fundraising experience, particularly in the areas of events, capital campaigns, major gifts and planned giving
- Knowledge of current trends in charitable giving
- Strong negotiating and organizational skills; well-developed written and oral communications
- Working knowledge of the basics of charitable gift planning
- Knowledge of the philanthropic and media community of Southwest Missouri

Qualified candidates please send resume to [dcasamento@hsswmo.org](mailto:dcasamento@hsswmo.org)