

**CB Nordic Employment Agreement
Development, Marketing, and Communications Director
2022/2023**

The Development Director oversees all Development, Marketing, Communication and Public Relations. This position increases revenues through sales, events, sponsorships and fundraising. The Development Director reports to the Executive Director (ED). The Development Director works alongside the Events Director and the Programs Manager to ensure that all events and programs are accurately marketed and reach full market potential. Some of this work is then delegated to independent contractors, who report directly to the Development Director. The Development Director works with the Executive Director to establish and reach revenue targets, and to reach fundraising targets set by the board. From 2021-2023 the Development Director will also lead a capital campaign of approximately \$1 million for the new Outpost facility, and shall utilize both a capital campaign consultant and Development Associate to assist with these duties.

Required Skills & Experience

- 3-5 years related experience
- Excellent written and oral communication skills, including comfort public speaking
- Demonstrated ability to build relationships with diverse constituents, including donors, community members, volunteers, landowners, businesses, and partners
- Highly organized
- Ability to manage multiple tasks at once
- Proficiency with computer programs, database management, and graphic design software: WordPress, Salesforce or similar CRM, Mailchimp, Microsoft Excel, social media, Google Drive, Adobe InDesign, and various other software programs.
- Ability to work with a team to achieve goals; able to give and receive feedback
- A positive attitude with a focus on problem solving
- Flexibility with schedule: job duties may require long hours and occasional evenings and weekends

Desired Skills & Experience

- Experience working with donors in the nonprofit sector
- Experience managing a brand: writing for clients, storytelling, upholding brand standards across platforms
- Cultivation of business and corporate sponsors for nonprofits and/or events
- Graphic design and photo editing
- Website design and editing
- Experience managing marketing and advertising campaigns via print and digital media
- Proven attention to detail

Reports to: Executive Director

Supervises: Development Coordinator and independent contractors

Job Duties & Responsibilities

Development

- Creates and implements a comprehensive Development Plan for CB Nordic that includes donor prospecting, cultivation, stewardship, and solicitations; major gift strategies; planned giving; annual fund drive; and
- Responsible for establishing and implementing, or assigning, all donor communications and follow up, including thank you letters, IRS receipts, surveys and more.
- Serves on the Development Committee and Capital Campaign Committee of the Board of Directors; works with Executive Director and committee to engage board members in development activities
- Creates, plans and directs events related to fundraising and donor appreciation, such as the K Club Party, monthly events with guest instructors, capital campaign cultivation and fundraising events, etc.
- Acts as primary administrative support for capital campaign and head of capital campaign committee; works closely with Executive Director and capital campaign consultant to achieve goals set by capital campaign committee.
- Supervises Development Coordinator to assist with additional responsibilities.

Marketing, Communications, and PR

- Creates and implements a comprehensive Marketing Plan for CB Nordic, designed to strategically increase revenue while enhancing client experience.
- Works with Events Director to market and track event registration, website updates, participant communications, social media strategy, advertising, photography/videography, etc.
- Works with Programs Manager on marketing and tracking all programs and team events, website updates, program promotion, etc.
- Works with Managers (Head Coach, Nordic Center, etc.) on marketing and communications requests and addresses requests according to Marketing Plan
- Works with Executive Director on overall communication and marketing strategy, voice, and execution of the vision and mission from the Board of Directors.
- Oversees mass email communications and strategies for the entire organization, including composing or overseeing regular email newsletters, marketing emails, fundraising emails, print newsletters, and updates from various programs.
- Is responsible for overall brand strategy and PR, including but not limited to: website, social media, print media, local news, e-blasts, newsletters, direct mailings, and more.
- Creates and implements a comprehensive Communications Plan for CB Nordic that plans for and tracks communications for all events, programs, development and other outreach.

Salary: \$48,000 - \$65,000 depending on experience

How to Apply

Submit a resume, cover letter, and pertinent writing sample to jobs@cbnordic.org. Applications will be accepted through November 14, 2022. For questions, email hedda@cbnordic.org.