



Hearing Speech & Deaf Center (HSDC) Job Description

Title: Director of Development and Marketing

Reports to: CEO

Supervises: Volunteers

Department: Development and Marketing

Location: Burnet

FLSA: Exempt position

Purpose of Job: Oversees and directs all aspects of HSDC's development, fundraising, outreach, and public relations. Ensures funding to meet budget projections from a variety of mechanisms (including, but not limited to unrestricted gifts, major gifts, planned gifts, annual fund from individuals, foundations and corporations, special events, grant funding, corporate sponsorship, restricted giving). Develops and maintains donor and foundation relations. Oversees grant cultivation and implementation. Monitors and determines branding on center literature, website, and social media. Develops marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; monitoring the competition.

Major Duties and Expectations:

1. In conjunction with senior management develops and implements the strategic direction, goals and objectives, budget, and performance measures for the department.
2. In conjunction with senior management determines, plans for, obtains and expends resources necessary to successfully complete the objectives.
3. Reviews and analyzes operating policies, practices, and procedures, including those dealing with fund-raising, marketing, media, and public relations.
4. Recommends and implements within board guidelines changes and enhancements to increase the effectiveness and efficiencies of the department.
5. Cultivates and stewards' relationships with community stakeholders that will advance the mission and assist in providing funding and/or sponsorships.

6. Oversees fund-raising programs including foundation and government grants, annual fund, major gifts, capital, endowment and United Way/City campaigns, corporate support, and special events.
7. Ensures all HSDC activities, events, programs, products, and services, etc. are promoted and publicized appropriately and effectively.
8. Provides staff leadership to the development committee as well as the full board as directed.
9. Directs the development committee goals, objectives and actions. Ensures development committee actions are in line with the overall goals of HSDC.
10. Oversees HSDC's employee campaigns for Annual Fund and United Way.
11. Recruits, trains, and supervises department personnel and volunteers ensuring proper administration of fund-raising, marketing, donor and grant tracking and public relations activities.
12. Acts as spokesperson for HSDC, when requested by CEO, at speaking engagements.
13. Reviews professional trade literature, articles, journals, etc. and attends conferences and seminars to stay current with industry trends.
14. Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.
15. Obtains market share by developing marketing plans and programs for each service line, directing promotional support.
16. Maintains relations with customers by organizing and developing specific customer- relations programs, determining company presence at conventions, annual meetings, trade associations, and seminars.
17. Maintains research database by identifying and assembling marketing information.
18. Provides marketing information by answering questions and requests.
19. Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
20. Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
21. Contributes to team effort by accomplishing related results as needed.
22. Other duties as assigned.

Education/Experience/Skills:

1. Bachelor's degree or equivalent experience is required.
2. 2 years of fund-raising experience with at least one of those years in a management level position is preferred.
3. Demonstrated success in growing unrestricted dollars, grant funding and major gifts is required.
4. Experience with supervision is preferred.
5. Possess strong leadership experience and exemplary interpersonal, oral, and written skills. Planning and organizational skills are a must.

6. Proven skills to nurture new and enhance current donor relationships with a creative and strategic emphasis open to innovative ideas and fundraising techniques.
7. Demonstrated knowledge of fund-raising database integrities and confidentiality.
8. Knowledge of proper gift acceptance procedures and rules.
9. Must be able to work flexible hours as necessary to ensure goals are met.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit for extended periods of time; use hands to manage or feel; and talk or hear. The employee is required to reach and lift with hands and arms. The employee is required to stand, walk and stoop, kneel, or crouch. The employee must frequently lift and/or move up to twenty-five pounds. Specific vision abilities required by this job include the ability to adjust focus.

JOB DESCRIPTION ACKNOWLEDGEMENT

I, acknowledge that I have received and read/reviewed this Job Description as it applies to my responsibilities and duties while employed with Hearing Speech & Deaf Center of Greater Cincinnati.

I understand this job description is subject to change or revisions may be made as necessary to support the mission and values of this organization.

Signature of Employee: _____ **Date:** _____

Supervisor Signature: _____ **Date:** _____

Revised 9/9/2024.