



## **Job Description** **Charleston Promise Neighborhood**

<b>Job Title</b>	<b>Director of Development &amp; Marketing</b>
<b>Hiring Date</b>	September 1, 2013
<b>Reports to</b>	Chief Executive Officer
<b>Status</b>	Full-time, regular, exempt

### **Job Summary**

#### **Overview of Organization**

Charleston Promise Neighborhood (CPN) is a progressive nonprofit organization inspired by the Harlem Children's Zone to create a seamless continuum of wrap-around prenatal-to-college services. Through collaborative, multiyear funding support from the cities of Charleston, North Charleston, Charleston County, the Charleston County School District (CCSD), and philanthropic investors, we have formed a unique comprehensive public/private partnership focused on improving parenting, education, employment, housing, healthcare and community revitalization in the 5.6 square mile area of Charleston County, that straddles portions of the cities of Charleston and North Charleston. More information at [www.charlestonpromise.org](http://www.charlestonpromise.org).

#### **Essential Functions:**

This is a new position that will be responsible for the development of fundraising strategies, building a solid fundraising infrastructure, compiling a database of active donors, and raising awareness of CPN to potential donors and other community stakeholders. This position manages daily communications with the media, community partners, website and social media, with a specific focus on programs, education and community engagement. The ideal candidate has demonstrated abilities in fundraising, has an entrepreneurial spirit, and is a self-starter, with the proven ability to initiate and create effective and impactful fundraising and marketing plans, with little direction; provides exceptional customer service; exhibits professionalism, while paying close attention to detail with budgetary projects; and has the ability to manage multiple projects with limited directives from the Chief Executive Officer.

#### **Development:**

- Minimum five years of progressively responsible professional work experience in building and managing fundraising systems and processes
- Proven track record of raising funds in excess of \$1million
- Experience raising funds through social media and online campaigns
- Experience with prospecting, donor cultivation, and grants management
- Experience with building a donor data base, specifically individual, foundation, and corporate giving
- Knowledge and experience in the methods of communication to clearly and concisely express ideas and concepts (written and oral form)

#### **Marketing:**

- Exceptional writer and editor
- Experience creating marketing collateral, press releases, developing and editing website content, etc.
- Experience in developing an integrated and comprehensive marketing and communications plan and timeline
- Development of printed materials, presentations and communications that reflect a high degree of professionalism

#### **Minimum Experience and Education:**

- Bachelor's degree preferred or equivalent experience
- Five years of experience working within a nonprofit organization and building fundraising systems
- Extensive knowledge of eTapestry or other fundraising software
- Experience with social media and website communication
- Strong project management skills and technology skills

- Excellent attention to detail and record keeping skills
- Excellent oral and written communication skills
- Superior organizational and interpersonal skills
- Experience working with and managing donor relationships, interns and volunteers

**Licenses and/or Certifications required:**

- Current drivers' license, with current automobile liability insurance
- Background check
- Charleston Promise Neighborhood participates in e-Verify as required by state law

**Please email a compelling cover letter, résumé, writing sample, salary requirements, and 3 professional references in one attachment with DEVELOPMENT DIRECTOR in the subject line to:**

[dmsearch@charlestonpromise.org](mailto:dmsearch@charlestonpromise.org)

**No phone calls please.**

Due to the high volume of applications, only those selected for further discussion will be contacted.