

JOB DESCRIPTION

Title: Director of Marketing & Development

Reports To: Executive Director

Manages: Marketing Communications Associate, Development Manager & Special Events Coordinator

The Director of Marketing & Development reports to and works collaboratively with the Executive Director and serves as an integral member of the senior leadership team. The Director of Marketing & Development will be responsible for assessing, planning and directing all aspects of Marketing, Communications and Development for the Brain Injury Association of Massachusetts. This position will provide strategic leadership, oversight, implementation and management of integrated marketing, communication and development initiatives. The primary goal is twofold: to increase the awareness and understanding of the Brain Injury Association of Massachusetts as a “go to” organization for information and support and to drive broader awareness and donor support for the organization.

Marketing & Communications

- Publicity – creating and placing press releases, media relations, web-site creation and or updates, internal & external communications, etc.
- Constituent Relations – maintaining personal contact with key constituents including existing and potential donors, perspective families, influential community leaders, etc.
- Develop and implement an integrated strategic marketing and donor communications plan to broaden awareness to advance brand identity; broaden awareness of BIA-MA's programs and priorities; and increase the visibility of the organization and it's mission and goals'
- Conduct Marketing and Communications tactics audit including survey of constituents, branding assessment and cost/effectiveness analysis of media vehicles
- Create clear and consistent branding and messaging across BIA-MA, including digital and print publications, events, social media, development and program communications
- Oversee and manage distribution of online and print collateral and promotion/marketing materials, newsletters and briefing documents
- Provide communication and marketing support to other BIA-MA departments including education, I&R, support groups, prevention
- Act as the organization's representative to bring brain injury awareness issues to the media and coach and support others through interview preparation
- Identify media targets and cultivate relationships with members of the media and with survivors and families
- Coordinate, create and place advertising for the association and regional offices; including print, radio PSA's and online ads
- Responsible for setting and maintaining professional writing and design standards for BIA-MA communications. (Print publications, electronic communications, media relations)
- Oversee the supervision of the Marketing Communications Associate
- Create and manage the Marketing and Development Budgets
- Serve on various committees as assigned by the Executive Director

Development

- Develop, implement, and evaluate a comprehensive institutional advancement program that includes, but is not limited to, community relations, corporate and foundation giving, major gifts, planned giving, donor recognition and stewardship
- Assist the Executive Director to maintain strong relationships with current funders, major and individual givers
- Work closely with the Executive Director to develop a comprehensive strategy to expand philanthropic and external support for the organization, and to annually establish goals and objectives
- Educate and engage key volunteers in implementing mission based fundraising
- Oversee the design and production of BIA-MA's communications relative to donor appreciation and recognition
- Work to create and support a culture of philanthropy with BIA-MA
- Assist in the development, production and dissemination of support materials for fund raising activities
- Oversee the supervision of the Development Manager and the Special Events Coordinator

Requirements & Skills

- BA/BS required, MBA/MS preferred: focus in marketing, communications journalism, public relations & development
- Ten years' experience working in marketing/communication's/development and or related functions
- Superior management skills; ability to influence and engage direct and indirect reports and peers
- Innovative thinker with a track record for translating strategic thinking into action plans and output
- Ability to manage multiple projects at a time
- Exceptional, oral, written, interpersonal, presentation and communication skills and the ability to effectively interface with Directors, Board Members and Donors
- Commitment to working with shared leadership in cross-functional teams
- Demonstrated success writing press releases, making presentations and negotiating with the media
- Ability to lead projects and special events

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required, but may be required to perform additional duties outside of the normal responsibilities from time to time, as needed.

