

Director of Marketing and Development

Position Summary:

The Director of Marketing and Development leads the Education and Outreach Team and is a member of the Leadership Team.

Team Responsibilities

Education and Outreach Team:

1. Resource development
2. Education and outreach
3. Marketing and public relations

Leadership Team:

1. Financial planning and management
2. Strategic goals and action planning
3. Human resource development

Primary Duties & Responsibilities:

Education and Outreach Team

Resource Development

- Develop an annual comprehensive development plan with targeted goals, objectives, methods, quantifiable outcomes and timelines, which will achieve budgeted goals.
- Develop and sustain partnership development and fundraising
- Lead grant proposal development and submission; work with staff to ensure each project or program meets proposal requirements

Education and Outreach

- Responsible for education and outreach programs to meet strategic initiatives, including oversight of existing initiatives and new programming opportunities
- Develop and monitor goals and performance measures for educational events/programs, impacts, and activities, including integrated evaluations to allow for ongoing review of educational programs
- Oversee process for meeting membership goals
- Ensure resources for responding to educational and technical inquiries from members and general public.

Marketing and public relations

- Develop and execute a comprehensive marketing plan that includes events, media relations, press releases, social networking, Annual Report, website, newsletters, marketing materials and branding.
- Develop, maintain and promote positive and professional relationships with internal staff, volunteers, members, vendors, partners, contractors, media and the general public
- Manage the production and distribution of quality ancillary materials that support education and outreach goals
- Ensure PCO's mission and program initiatives are consistently communicated to all constituencies, both internal and external

- Oversee press releases, articles and *Organic Matters* (PCO's quarterly newsletter) production

Team leadership

- Supervise and evaluate Education and Outreach staff and contracted personnel
- Develop team strategic goals and monitor progress
- Provide technical and professional development opportunities to maintain high quality staff

Leadership Team

Financial Planning and Management

- Meet Education & Outreach Team financial objectives by estimating requirements; submitting an annual budget; and scheduling expenditures

Strategic Goals and Action Planning

- Participate in organizational strategic planning
- Develop goals and action plan specific to position and Education and Outreach team responsibilities

Human Resource Development

- Assist with organizational human resource planning
- Lead the recruitment process for Education and Outreach staff and contracted positions

Other

- Serve as the staff liaison to the Education and Outreach Committee
- Any other task relevant to these duties or the mission of the organization as assigned by supervisor or Executive Director

Job Requirements:

- Position
 - Bachelor's degree in communications, marketing, or relevant field
 - Minimum 3 years work experience, preferably in non-profit, education, resource development, communications, agriculture and/or environmental sectors or equivalent education and work experience.
 - Solid experience in fundraising and membership development
 - Strong project management skills and ability to meet deadlines
 - Marketing experience, including social media and relationship marketing
 - Working knowledge of technology such as databases used for membership and resource development and event / project management tools.
 - Experience with proposal writing in a non profit environment and a demonstrated record of success in securing grants and funding
 - Demonstrated analytical and persuasive writing skills experience as well as superior editing skills, including the ability to convey complex information in a clear manner to a diverse audience
 - Experience with budget development and monitoring
 - Demonstrated public speaking and/or teaching experience
 - Ability to attend conferences, meetings or other events that require travel
 - Supervisory experience, preferred

- General
 - Analytical problem solving ability
 - Ability to manage multiple priorities and perform within deadlines
 - Excellent communication, writing, and interpersonal skills
 - Able to work with minimal supervision while understanding the necessity for communicating and coordinating work efforts with others. Must be able to develop work plan and perform in a team environment.
 - Computer proficiency: word processing, spreadsheets, internet research, databases
 - Performs work with utmost honesty and integrity. Criminal background check is required.
 - Understands and appreciates importance of extraordinary customer service
 - Dedicated to PCO's mission
 - Authorized to work in the United States

Class: Full time, exempt

Reports to: Executive Director

Physical requirements / Working Conditions:

- Climate controlled office environment
- Occasional outdoor work environment
- Minimal physical requirements other than occasional light lifting and bending
- Moderate travel required
- Valid driver's license