



## Director of Development and Marketing

Are you ready to join a talented, diverse, and driven team with decades of combined experience, and a track history of creative and successful fundraising? The Els for Autism Foundation, is seeking an experienced Director of Development and Marketing to serve as a key leadership member, setting the organization's major gift, events, and grant agenda to achieve and exceed its revenue goals. The Director will work to inspire people to connect with the mission of the Foundation through strategic marketing and communications, while helping to build and manage its brand and all aspects of marketing communications to raise the awareness of the organization globally. The Director will be an active member of the community to advance the organizational goals and realize a new level of philanthropic success for the organization.

### **About Els for Autism:**

Els for Autism is a game-changing resource, delivering and facilitating programs that are leading examples of what can be available to people with autism spectrum disorder (ASD) around the world. The Foundation is committed to better understanding the aspirations of people with ASD and helping them to fulfill their potential to lead positive, productive, and rewarding lives.

### **Responsibilities:**

- Develop an annual comprehensive major gift and grant development plan, in collaboration with the Executive Director and Managing Director, with targeted goals, objectives, methods, quantifiable outcomes and timelines which will achieve budgeted goals.
- Work closely with staff to review program services to obtain information for reporting, comply with major donor expectations and be aware of programmatic needs for funding to fill gaps or unmet needs of major donors and grant funders.
- Formulate, coordinate, and implement development strategies for the organization, cultivating major and prospective donors to reach, if not exceed, fundraising goals, and overseeing a strong and active team of development staff and volunteers.
- Oversee research, writing and submission of new and renewed grants and reports, ensuring timely grant reporting and appropriate grantor recognition.
- Ensure special events are designed to meet or exceed financial goals, increase awareness of Els for Autism, and build loyalty for the mission.
- Develop and implement initiatives to identify and cultivate individuals and organizations capable of making transformational contributions to support continued financial growth.

- Develop and execute innovative strategic marketing and public relations plans to achieve organizational goals and promote the Els for Autism mission, vision, values, programs, services, positions, stories, and events by direct implementation from the Marketing Specialist.
- Oversee marketing, branding, communications, and public relations of Els for Autism to include direction and oversight of all print publications, and digital communications, including websites, email, and social media.
- Investigate, research, and pursue program partnerships and strategic alliances that will extend Els for Autism's local, national, and global brand and increase avenues of support.
- Continuously develop the comprehensive management and use of the organization's donor management system to support philanthropy and ensure coordination with organization's financial accounting system.

**Required Qualifications:**

- Excellent oral and written communication and interpersonal skills
- Bachelor's Degree required. Master's degree or Certified Fundraising Executive (CFRE) accreditation preferred.
- Minimum 5 years of experience in leadership roles in charge of fundraising efforts in organizations of similar size and a minimum of 5 years of marketing experience
- Proven track record and comprehensive knowledge of nonprofit development and marketing including major gifts, planned giving, special events, proposal writing, direct marketing, donor and prospect cultivation, donor stewardship, digital fundraising and marketing, and media relations
- Ability to attend and coordinate evening and weekend events including state, national and international travel as needed
- High energy, outgoing, team player, and a passion for Els for Autism's mission is essential
- Working mastery of computer programs including Word, Power Point and Excel, and familiarity with DonorPerfect or other donor management systems.

**PREFERRED QUALIFICATIONS**

- Membership in a professional fundraising association
- Bilingual (English/Spanish)