



Position Title: Development & Marketing Director
Reports to: Executive Director
Position Status: Salary, exempt; full time or part time options

PAL: Play. Advocate. Live Well! (formerly Partners for Active Living) is a preventative health nonprofit that advances active living, promotes healthy eating and fosters health equity.

PAL's key projects include hosting the annual downtown Criterium and Turkey Day 8K, spearheading the Daniel Morgan Trail System and parks like the Rail Yard, partnering on the Saluda Grade Trail, coordinating cooking classes and advocating for a strong local food system, and working with schools to promote health and wellness.

For more, visit www.palspartanburg.org

Position Summary

The Development & Marketing Director is a salaried, exempt position that will be responsible for developing and executing PAL's annual fundraising plan, overseeing the use of donor software, and developing and maintaining ongoing relationships with individual donors.

In addition, the position will develop and implement marketing and communication plans and strategies including media relations, on-line giving, digital communications, key messaging, and brand experience.

This position is a key leader among the PAL team, which is passionate, has fun together, and enjoys a flexible work environment.

Position Responsibilities

FUNDRAISING

- Actively cultivate and nurture relationships with current and potential individual donors in the community.
- Develop and manage a major gift prospect list.
- Collaborate with the staff to design and execute PAL's annual campaign collateral including online giving campaigns and direct mail solicitations, etc.
- Manage donor recognition and stewardship program to retain donors and encourage increased engagement in PAL's mission.
- Serve as a staff resource for the Resource Development Committee of the Board of Directors.

GIVING ADMINISTRATION

- Utilize Network for Good to support strategic donor cultivation and solicitation; and to prepare campaign management reports, campaign forecasting, prospect tracking, etc.
- Ensure accurate and timely gift record-keeping, management of database, and all records, files, gift processing, pledge reminder and donor acknowledgements.



MARKETING RESPONSIBILITIES

- Distill complex information into a simple, clear message using examples, stories, and community information that are relevant and resonate with the donor, volunteer, and partner.
- Write clearly and concisely, using multiple platforms to reach diverse audiences, effective public speaker and presenter.
- Develop and implement a communications plan to keep supporters and partners informed and engaged, including an annual report, three newsletters, and bi-weekly e-blasts.
- Execute the development and implementation of public and media relations, website content, communication/resource development materials and brand management, as well as support social media implementation by the Events & Operations Coordinator.
- Oversee design and implementation of The Dan trails signage.

ORGANIZATIONAL LEADERSHIP

- Recognize organization-wide priorities and work cooperatively to support accomplishment with staff team and volunteer talent.
- Value and leverage the power of external networks and relationships.
- Be a progressive thinker, understanding philanthropic trends and best practices in donor-centered fund-raising.
- Serve as an effective presenter, active listener, open to new ideas, keeps supporters informed and engaged.

Other Responsibilities

- Participate as appropriate in the annual Criterium, Turkey Day 8K, and other events.

Essential Skills and Experience

- Familiarity with and belief in the mission, vision and values of PAL.
- Bachelor's degree.
- Ability to work as a leader and as part of a team.
- A strong fundraising skillset commensurate with approximately 4-5 years in the field.
- Expert capability to organize and implement strategies toward attainment of target goals and stretch goals.
- Expertise in writing donor acknowledgements.
- Proven grant writing and proposal experience.
- Relationship building skills and a willingness to spend ample time out of the office.
- Act using partnership principles of integrity, respect, humility and inclusion internally and externally to advance community goals and outcomes.
- High level of proficiency in Microsoft Word, Excel, and PowerPoint.
- Must be able to work independently, handle confidential information, and navigate sensitive situations.
- Be capable of exercising a high degree of delegated responsibility.

***For consideration, please email by Friday, October 28, 2022, cover letter and resume to:
Laura Ringo, Executive Director, PAL (Iringo@palspartanburg.org)***