



Director of Development and Marketing

Status: Full Time / Exempt

Reports to: CEO

Salary: \$90,000 - \$110,000

OUR MISSION:

The Chester County Food Bank seeks to create a food secure Chester County. We mobilize our community to ensure access to real, healthy food. Chester County Food Bank (CCFB) is a county wide, non-profit organization located in Exton, PA and has been in existence since 2009. CCFB works with over 150 agency partners to distribute over 3 million pounds of food annually to 10% of Chester County residents. We provide educational opportunities through programs like Eat Fresh, Fresh2You Mobile Market and Seed to Supper to engage the community in hands on learning experiences.

POSITION:

The Director of Development and Marketing works closely with the CEO and CFO to lead the fundraising and marketing strategy for the Chester County Food Bank. Working with a team that includes a grant manager, database manager, corporate relations associate, and marketing manager to generate the needed resources for CCFB. The Director of Development and Marketing will also promote the mission of CCFB and foster philanthropy as part of the culture throughout the organization and community by hosting and attending events. Work in collaboration with the Development and Marketing committee volunteers and Board leadership. This position is responsible for individual, corporate, foundation, and grant gifts. The Director will ensure CCFB is recognized for its impact as a leading non-profit mission driven philanthropic organization.

ESSENTIAL FUNCTIONS:

The essential functions of the Director of Development and Marketing are to lead the fundraising and marketing strategy for the Chester County Food Bank. This includes, but is not limited to, development and marketing plans and implementation, annual calendars, supervision of Raiser's Edge software and other systems and resources.

- Plan, organize, and manage special events and other major events as needed. This includes the overall planning, development of collateral, engaging teams and generating sponsorships.
- Collaborate to ensure management and efficiency of sponsorships, donor segmentation, appeals and impact reports.
- Develop marketing materials, oversee social media, increase followers, and manage the marketing committee.
- Work collaboratively with the Grant Manager to identify and pursue a dynamic list of grant opportunities for CCFB support.
- Direct virtual campaign efforts to grow the base of support and increase donations year over year.
- Oversee the website presentation and management of online giving programs.
- Institute direct mail campaigns with the marketing department for print, email, and social media.



- Lead annual and capital campaigns to generate needed resources for CCFB to meet goals and maximize opportunities.
- Develop and maintain key relationships both internal and external with community leaders and organizations.
- Build a development infrastructure needed to support the long-term needs of CCFB.
- Supervision of assigned staff.
- Develop a coaching and supportive culture with frequent feedback for staff.
- Develop and manage informational processes to support long term fundraising working with the finance and IT.
- Understand and adopt benchmarks for performance and identify and adopt best practices.
- Meet or exceed established goals and budget.
- Work with key volunteers through the Development and Marketing Committee that is both successful and fosters positive relationships.
- Other duties as needed to ensure the success of the Chester County Food Bank.

Due to the nature of the CCFB programs and services, it is essential that staff be able to perform their essential job functions and consistently meet the qualifications and physical requirement.

MINIMUM QUALIFICATIONS (Knowledge, Skills, and Abilities):

- Bachelor's degree in business, sales, marketing and/or public administration or related field.
- 4-6 years of progressive development experience with a results-proven track record of exceeding goals and evidence of the ability to consistently make good decisions through a combination of analysis, experience, and judgment; high level of business acumen.
- Exhibit strong leadership skills; possess a passion for the work CCFB, ability to foster great relationships and able to maintain a culture of stewardship excellence.
- Experience leading annual, online giving campaigns, endowment programs, and grant writing.
- Demonstrated knowledge of the financial development environment and best practices.
- Exceptional capacity for managing and leading people; a team builder who has experience in scaling up organizations; ability to connect staff both on an individual level and in large groups and capacity to ensure accountability.
- Ability to plan and implement large public events working with staff and volunteers.
- Excellent interpersonal skills and ability to lead teams of staff and volunteers required.
- Prefer knowledge of, and previous experience with, diverse populations.
- Ability to establish, develop and maintain collaborations with community organizations.

WORK SCHEDULE: This is a full-time exempt, salaried position. The position is primarily M-F, 8-5:00 in person, but flexibility to attend evening and/or weekend meetings and/or events is required.



WORK ENVIRONMENT & PHYSICAL DEMANDS:

- Most of the year, the work is in an indoor environment, protected from weather conditions but subject to some temperature fluctuations. Periodically during the year, the worker is involved in outdoor activities and subject to temperatures below 60 degrees F and above 80 degrees F. Outdoor elements such as precipitation and wind possible. On occasion, the environment may be noisy and distracting. Chester County Food Bank has a COVID vaccine requirement for all staff. We are committed to a safe workplace and doing our part to address the pandemic.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

- Communicating with others to exchange information, instructions, and ideas by means of spoken words, typed or handwritten notes, forms and other work materials, use of a computer, laptop, or other electronic device.
- Lifting: Ability to lift objects that includes moving the objects up to 30 pounds.
- Sedentary work that primarily involves sitting/standing. Particularly for sustained periods of time.
- Moving self in different positions to accomplish tasks in various environments including tight and confined spaces. Moving about to accomplish tasks or moving from one worksite to another.
- Other movements required from time to time may include, but are limited to: Stopping, kneeling, stepping, crouching, crawling, reaching, pushing, pulling, grasping, and repetitive motion of hand, fingers, and wrists.

EQUAL OPPORTUNITY: The Chester County Food Bank considers candidates for all positions on the basis of qualifications and without regard to race, color, religion, gender, national origin, genetic information, age, physical or mental disability, sexual orientation, marital status, or status as a Vietnam-era or special disabled veteran or other protected classification and in accordance with applicable federal, state, and local laws.

Chester County Food Bank reserves the right to change this job description as conditions change.