

**Director of Development and Marketing**  
**Job Description**

**Reports to: Executive Director**  
**FLSA Status: Full-time, Exempt**  
**Salary Range: \$95,000-\$105,000**

**Who We Are**

Wildfire is a statewide non-profit organization, working to stop poverty before it starts. We work with partners throughout the state to provide education on the causes and consequences of poverty, improve public policy impacting low-income Arizonans, and design programs and provide resources that contribute to a more equitable Arizona.

**Job Description**

The Director of Development and Marketing provides inspirational leadership, experience, and a comprehensive understanding of fund development and marketing. Working in partnership with the Executive Director, the Board of Directors, and other key leadership team members, this position is responsible for planning, organizing, and executing organizational and program-specific fundraising and marketing initiatives in alignment with the mission and strategic vision. Initially, this role will be a team of one, with the potential to expand direct reports as the organization grows.

**Key Responsibilities**

**Fund Development:**

- Work directly with the Executive Director to set ambitious yet realistic revenue goals and objectives for general operations, programs/services, and special fundraising initiatives based on strategic direction provided by the Board of Directors.
- Identify, cultivate, solicit, and steward a portfolio of major gift donors, corporate partners, and foundations.
- Plan and implement fundraising events, campaigns, and initiatives, including annual appeals, major gifts, planned giving, and online fundraising.
- Oversee future development staff and volunteer committees.

- Prepare funding requests and stewardship reports as needed.
- Create and implement standardized policies and procedures for fund development, including data collection, management, and tracking.

### **Marketing:**

- Develop and implement a comprehensive marketing and communications plan to raise awareness of the organization's mission, programs, and impact.
- Create strategic content for various marketing channels including Wildfire's website, social media, email newsletters, and print materials. This includes the use of third-party vendors.
- Analyze and report on the effectiveness of marketing campaigns and adjust strategies as needed to achieve desired outcomes.
- Cultivate and maintain relationships with donors, volunteers, and stakeholders through strategic communication efforts.
- Represent Wildfire at events, conferences, and networking opportunities to enhance visibility and expand outreach efforts.

### **Leadership:**

- Initially, operate as a team of one, independently managing all development and marketing activities.
- Develop a plan for hiring and building a development and marketing team as the organization grows and funding allows.
- Collaborate with the executive team to align development and marketing strategies with the organization's strategic plan and goals.
- Prepare and manage the development and marketing budgets, ensuring efficient use of resources and maximizing return on investment.
- Foster a culture of philanthropy within the organization, engaging staff, board members, and volunteers in fundraising and marketing efforts.
- Serve as Wildfire's representative when the Executive Director is unavailable.

### **Qualifications**

- Commitment to Wildfire's mission.
- Bachelor's degree in Nonprofit Management, Communications, or a related field and 5+ years of successful fundraising experience OR any equivalent combination of education and experience from which comparable knowledge and skills have been achieved. CFRE credential preferred.
- Proven track record of successful fundraising, including major gifts, grants, and events.
- Capacity to think systemically and focus on larger social issues and concerns, especially issues related to justice for low-income and traditionally marginalized communities.
- Excellent communication skills, both written and verbal.
- Strong leadership skills with the potential to build and develop a team.

- Highly organized self-starter with excellent problem-solving skills and ability to multi-task effectively.
- Proficiency in Microsoft Office, donor management systems, and marketing tools.
- Ability to present ideas effectively, both orally and in writing.
- Ability to travel within and outside of Arizona. Must possess a valid Arizona driver's license.
- Capacity to work evenings and weekends when needed.

### **How to Apply**

If interested, please email a cover letter and résumé to Kelly McGowan ([hire@wildfireaz.org](mailto:hire@wildfireaz.org)) with the subject line: Director of Development and Marketing.

Please, no phone calls. Résumés accepted until position is filled.

*Wildfire is an Equal Opportunity Employer and strongly encourages members of traditionally underrepresented communities to apply, including people of color, LGBTQ identified people, gender-nonconforming people, individuals with disabilities, veterans, and people who speak a language in addition to English.*

*Wildfire offers employer-paid medical and dental insurance, life insurance, and retirement contributions. Competitive leave policies include four weeks of PTO upon hire and earned sabbatical.*

*Wildfire operates on a hybrid work schedule.*