

## **Role Summary**

The Philanthropy & Brand Director is a key leadership position responsible for overseeing and driving the strategic vision and execution of the Community Engagement team. This role encompasses a wide range of functions, including fund development and stewardship, marketing and brand management, sense-making and storytelling, revenue-generating activities, and data analysis.

The Philanthropy & Brand Director will work closely with executive leadership and lead a dedicated team to enhance the organization's visibility, foster community relationships, and ensure sustainable growth and impact. This position works independently in the office environment and out in the community.

The position of Philanthropy & Brand Director is a full-time, salaried position that reports to the Executive Director. This position serves as an integral member of Community One's leadership team and manages the Community Engagement team.

## **Role Responsibilities**

### ***Strategic Leadership:***

- Collaborate with executive leadership to align fund development and communication efforts with organizational priorities to support mission and vision achievement.
- Communicate key milestones, successes, and challenges related to the strategic plan to the broader organization and specific external audiences.
- Participate in annual, strategic, and budget planning and execution.
- Manage Community Engagement staff with authenticity, expertise, and care for their professional and personal growth.
- Work with the Board of Directors, in partnership with the Executive Director, to bring donors, partners, and volunteers into the organization.
- Ability to identify and story tell meaningful components of Community One's work in alignment with strategic goals.

### ***Fund Development:***

- Create and lead the execution of a comprehensive fundraising plan to achieve annual philanthropic revenue goals of 1 million dollars (increasing with strategic plan goals), with a focus on creating a sustained base of individual donors.
- Monitor relevant data regarding revenue goals, donor analysis, and general reporting.
- Oversee cultivation, solicitation, and stewardship strategies and identify opportunities for the Executive Director, Board of Directors, and other staff to enhance donor relationships.
- Support the development and execution of a strategic annual calendar of fundraising activities including philanthropic appeals, annual report, special events, and impact reports translating outcomes for supporters.

- Support grant strategy, editing, and reporting efforts in coordination with assigned staff.
- Support the planning and implementation of special events to create awareness, raise resources, and expand our key constituencies.

***Marketing, Communications, & Brand Management:***

- Lead the implementation of a strategic communications plan that supports Community One’s mission, builds awareness, and compels key constituents to action.
- Enhance and monitor the Community One brand and ensure key messaging is applied consistently across the organization.
- Create original content, written and digital, to support Community One staff, donor development, and program initiatives.
- Ability to translate complex work and impact of Community One to specialized and general audiences.
- Support the development and execution of all external communications including website, social media, and other various print and digital collateral.
- Seek public and private speaking opportunities for the organization and serve as a spokesperson as needed to represent Community One externally.

***Revenue Generation:***

- Support revenue-generating departments so that activities are sustainable, mission-aligned, and impactful.
- Support content creation and lead generation for Love Your Neighborhood.

**Qualifications**

- Belief and passion for Community One’s mission and a commitment to making a positive impact in the community.
- Bachelor’s degree in nonprofit management, business, marketing, communications, or a related field (CFRM preferred).
- Minimum of 3-5 years of experience in a leadership role within a nonprofit or related sector, with a proven track record of success in fund development, marketing, and employee management.
- Exemplary character and integrity; proven ethical leadership abilities, a drive to inspire others, and proven experience leading a team.
- Excellent communication skills (both written and verbal); able to powerfully and professionally share Community One’s mission, programs, and impact
- Strong interpersonal skills; able to build and maintain relationships with various key constituents
- Solid organizational skills; able to work flexibly and productively while managing a multifaceted workload
- Highly motivated self-starter; able to thrive in a fast-paced and results-oriented environment both independently and as part of a collaborative team
- Strong strategic thinking, planning, and execution skills.
- Proficiency in donor management software, marketing tools, data analysis platforms, and MS Office is required.

## **Faithfulness**

Community One is a Christian workplace. Since our work is both physical and spiritual in nature, staff members must possess both the outward Christian faith as well as the skills to accomplish all elements of the role. As a public role in a Christian organization, this role requires:

- Agreement with the Community One Statement of Faith and Staff Covenant.
- A Christian faith that is rooted in prayer and humility—equipping you to thrive in an overtly Christian organization.

*These statements are intended to describe the general nature and level of work being performed, and are not to be construed as an exhaustive list of duties and requirements. Additional duties may be assigned from time to time as deemed appropriate and/or necessary.*