



**Job Title:** Development and Marketing Director  
**Supervisor:** Executive Director  
**Date:** February 2023

**Department:** Admin  
**FLSA Status:** Exempt  
**Salary Range:** \$31.00-\$43.00/hr  
Spanish Bilingual differential \$.58/hr

## Organization Overview

Restorative Partners, Inc. (RP) is a nonprofit organization that transforms lives impacted by crime through healing services and relationships. We believe in accompanying and supporting anyone affected by crime on their healing journey and being an instrument of restoration and accountability. We believe that violence is never a solution to any problem and that every person is endowed with a sacred dignity, and is capable of changing, healing, and being restored. We believe that everyone deserves to be treated with respect and dignity. We believe that we can overcome violence with education, love, and compassion. [www.restorativepartners.org](http://www.restorativepartners.org)

## Essential Duties & Responsibilities

Reporting to the Executive Director (ED), the Development and Marketing Director (DMD), is a key member of the RP Leadership Team who leads resource development, donor relations, and oversees fundraising activities to sustain and to expand Restorative Partners programs and services. This position may include collaborative work with the ED and Board of Directors in launching a Capital Campaign. Additionally, the DMD develops and implements communication plans and strategies including public relations, media relations, on-line giving, digital communications, key messaging, storytelling, and branding to further Restorative Partners' mission. The DMD also works collaboratively with the Bridge Cafe General Manager to assist with developing our business expansion plan for our Social Enterprise Model. All work is done with the understanding and practice of a restorative justice approach to internal and external, employee and partner relationships.

## Other Duties and Responsibilities

### Organizational Leadership

- Partner with the ED and other appropriate staff in essential internal agency leadership activities:
  - Fosters a mission-driven organization in support of RP's strategic goals and core competencies while ensuring organizational effectiveness and efficiency
  - Empowers staff to deliver elevator pitches and serve as ambassadors for the RP mission.
  - Creates a Speakers Forum to deliver RP Presentations Appeals
- Act as liaison between ED, Development & Marketing staff to ensure continuity of services.
  - Ensures that the responsibilities and accountability of direct reports are defined and understood and coaches direct reports in areas requiring improvement; evaluates performance regularly.
- Participates and serves as a staff liaison at the Board Development/Marketing Committee
  - Collaborate with Development & Marketing Committee Chair to prepare monthly agenda
- Collaborates with the ED and Board of Directors on implementing the strategic plan goals/objectives related to the Development & Marketing oversight.

- Manages Development & Marketing departmental goals and produces efficient and effective outcomes for scale.
- Represents RP at external development and marketing partnerships i.e:
  - Membership in AFP
  - Membership in SLO Chamber of Commerce
  - Grant Writing or RFP Partnerships

## **Fund & Donor Development**

- In partnership with the Executive Director:
  - develop, implement, and evaluate a comprehensive, growth-focused fundraising strategy.
  - Identify, educate, cultivate, and solicit individual, foundation, corporate, and in-kind prospects to support program and operating goals.
  - Cultivate relationships with current and new donors and solicit major gifts.
- Cultivate and maintain strategic partnerships with volunteers, community and business leaders.
- Identify new and creative opportunities to generate funding.
- Oversee development and dissemination of yearly and special appeals, including the creation of online and offline communications such as mailers, websites, and videos.
- Oversee the development and dissemination of peer-to-peer fundraising campaigns related to appeals and fundraising events, including materials and support for fundraisers and donors.
- Stay abreast of philanthropic trends and best practices in donor centered fundraising.
- Maintain and utilize donor databases in fundraising activities and reporting, and to increase engagement, sustain relationships, and recognize gift impact.
- Oversees the management of donor databases, including SALSA CRM, Engage, and CardPointe
  - SALSA donor and constituent data entry, report pulling, and system audits
  - Complete buildout of automated email system to increase donor engagement
- Maintains donor communications - including electronic, direct mail, phone, and in-person
- Collaborates with ED & Executive Assistant to facilitate major donor communications
- Provides fiscal gift acknowledgement management
- Manages all aspects of MVP Donor Program
- Oversees creating auditing tools to ensure developmental success (i.e. SALSA report auditing, event surveys, social media report auditing...)

## **Event Planning**

- Chairs Fundraising Sub-Committee of the Board Development & Marketing Committee
- Oversees management of all aspects of fundraising activities and events
- Long-term planning in partnership with Development/Marketing Committee & ED
  - Plans, manages, delegates, and provides day-of-oversight for special events to generate funds and increase donor/community engagement
  - Create and manage all Public Relations and media content
  - Manages event budgets
  - Obtain event sponsors, manage sponsor perks, facilitate communication and relationship
  - Obtain all necessary permitting and licensing for events
  - Design, creation, and ordering of all event/fundraising marketing materials and digital platforms

## **Marketing Oversight**

- Ensures marketing deadlines are met and timelines upheld
- Oversees and mentors the Marketing and Event Coordinator
- Oversees organizational website, updates, troubleshooting, and website vendor relations
- Oversees social media platforms, content creation, strategy, scheduling, and engagement
- Oversees mail and appeal creation, list management, and distribution
- Oversees the creation and distribution of all other forms of marketing materials and communications
- In partnership with ED & Board Development/Marketing Committee create and manage marketing strategy and calendar
- Ensures branding consistency - provide resources and training to staff, provide final branding approval for RP resources and shareables
- In partnership with ED & Cafe GM, and Events and Marketing Coordinator create The Bridge Cafe marketing plan, promotional/pr/marketing materials, social media management, and branding needs
- Seek and develop opportunities to enhance the image of the organization
- Manages marketing budget
- Oversees public relations, media, and advertisements
  - Maintain media and public relations outreach lists
- Manages agency profiles on nonprofit discovery websites and partner resources (e.g. 211, GuideStar, Charity Navigator...)

### **Grant Management Oversight**

- Oversees and mentors Grant and Database Manager
- Oversees the research potential new grant opportunities to support existing programs and build capacity for new programs
- Collaborates with the ED, Grant & Database Manager and any other appropriate staff to complete grant narratives, gather supporting documents, and meet grant deadlines and oversee grant submissions
- Oversees the design and implementation of regular surveys (formal and informal) of staff and participants to determine program needs
- Participate and/or delegates staff to attend webinars and presentations when appropriate to learn about new funding opportunities
- Oversees the management of our GrantStation online funding resource
- Works with Grants & Database Manager and Events and Marketing Coordinator to gather stories, outcomes, etc. for grant applications
- Oversees compliance and coordinate tracking and reporting for all agency grants
- Ensures the management of the SAM and DUNS numbers, as well as grants portals and profiles
- Develops a RP Grants committee to contribute to small grant writing and to be empowered in the grant writing process.

<h3><b>Knowledge, Skills, Talents, &amp; Abilities</b></h3>
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- Demonstrated success in operations and development management skills
- Ability to make decisions based on big picture of organizational goals, priorities, and needs
- Ability to consistently demonstrate compassion, empathy, professionalism, and accountability
- Ability to organize and plan projects, handle multiple priorities, and anticipate problems and address them proactively
- Must be willing to complete Restorative Partners staff training including Restorative Practices, Cultural Competency, and ongoing training relevant to our work
- Demonstrated leadership, oversight, and evaluation skills

- Must agree to agency mandatory COVID Vaccination policy

### **Education and/or Experience**

- Bachelor's degree; Masters Degree preferred
- 3+ years' experience in Development and Marketing oversight
- 2+ years experience in leading fundraising events and activities
- 2+ years in grant management and local, state and/or federal grant writing
- 2+ years of supervisory experience (includes intern oversight)

### **Physical Demands**

*While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. This position requires the ability to occasionally lift up to 20 pounds. The physical demands described here are reasonable accommodations that may be made to enable individuals with disabilities to perform the essential functions.*

### **Work Environment**

*This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **Acknowledgment**

I acknowledge that I have read the job description and requirements for the Development & Marketing Director position and certify that I can perform these essential functions.

\_\_\_\_\_  
Applicant/Employee Signature

\_\_\_\_\_  
Date

*Restorative Partners is an equal opportunity employer and does not unlawfully discriminate on the basis of race, creed, national origin, disability, sex, gender identity, marital status, age, or any other protected status covered by federal or state law.*

This job description does not constitute an employment agreement between the employer and employee and is subject to change as the needs of the employer and requirements of the job change.