



# COMPASS MARK

SCIENCE-BASED ADDICTION PREVENTION

## JOB ANNOUNCEMENT

**JOB TITLE:** Director of Development and Communications  
**REPORTS TO:** Executive Director  
**STATUS:** Full-Time, Exempt  
**OPEN UNTIL:** May 24, 2021

*Compass Mark is a non-profit organization founded in 1966 with a mission to prevent addiction through education, skill-building, and community mobilization. Serving Lancaster, Lebanon, and Chester Counties, Compass Mark provides a wide range of science-based prevention programs designed to guide and empower all people toward healthy, fulfilling lives free from addiction.*

### **SUMMARY DESCRIPTION:**

The Director of Development and Communications is responsible for the oversight and management of Compass Mark's fund development efforts, including major gifts, corporate sponsorships, events, mail and email appeals, and database management. The Director will also oversee the organization's external communications. The Director of Development and Communications works directly with the Executive Director and Board of Directors to create a strong community base of financial support.

### **PRIMARY RESPONSIBILITIES:**

#### ***Development Plan Management***

- Create and implement annual development plan that maximizes financial support from individuals, corporations, and foundations. Evaluate progress toward goals through monthly and annual reporting.
- With support from the Board of Directors, Marketing & Advancement Committee, and Executive Director, lead the planning and execution of multiple strategies for donor cultivation, stewardship, and solicitation.
- Manage donor relationships with individuals and corporations to increase their support strategically and sustainably.
- Work closely with board and staff in the creation, planning and execution of annual fundraising events throughout the year.
- In collaboration with the Executive Director, research, write and submit grant proposals to foundations and corporations.
- Skillfully represent Compass Mark to various constituencies.

#### ***Communication Activities***

- Oversee all external communications, ensuring alignment and adherence to Compass Mark's voice, message, and brand standards:
  - Organizational marketing materials
  - Printed annual report and newsletter
  - E-Mail communications
  - Social media
- Coordinate and support an integrated communications strategy across all programs.

- Lead creation process to develop compelling written content for websites, blogs, email, print, and social media sites.
- Establish measurements and utilize tools to measure success of content across platforms.
- Explore and recommend expansion to other communication channels as appropriate.

#### ***Database Management***

- Serve as primary manager of Donor Perfect database including coordination of updates, data input, clean-up, and coordination with other users in the organization.
- Manage Constant Contact account including coordination of data input, clean up, and connectivity with Donor Perfect.
- Using best practices, ensure data integrity and accuracy to support effective donor cultivation, including documenting relationships, encounters, prospects, etc.
- Manage all aspects of gift entry, processing, and donor acknowledgement.
- Coordinate production and mailing of fundraising appeals, annual reports, event invitations, and other donor correspondence.
- Run data queries and reports within Donor Perfect for Board of Directors, Executive Director, and other stakeholders.

#### ***Special Events/Projects Coordination***

- Create attractive sponsorship packages for Compass Mark's annual Positive Change Conference that appeal to and engage business partners from the community.
- Lead the planning and implementation of fundraising events, including the Extra Give and other special donor cultivation events.
- Collaborate with staff to support the planning, coordination, and implementation of various community and program-specific events.

#### ***Administrative Support***

- Handle administrative details associated with Marketing & Advancement Committee, including preparing and distributing notices, agendas, minutes, etc.
- Assemble media and donor kits for events and meetings.
- Actively participate on Compass Mark's Management and Leadership teams.

### **REQUIRED QUALIFICATIONS**

#### **Education, Experience & Skills:**

- Minimum three years of experience with development or fundraising in a non-profit organization. Experience in the fields of public health or education is preferred.
- Minimum of Bachelor's degree. Communications or Marketing major (or similar) is preferred.
- Proven track record of developing and sustaining successful relationships with major donors and corporate executives.
- Proven success in personally soliciting gifts of \$1,000 or more from individuals and corporations.
- Experience working directly with community leaders, board members, and government officials.
- Working knowledge of the philanthropic community and their funding priorities.
- Outstanding communication skills, both verbal and written.
- Excellent organizational skills with ability to manage short term and long-term plans and goals.
- Solid understanding of development principles, protocols, and best practices; including those related to annual appeals, online giving, and gift acknowledgement. Experience with marketing and promotion is preferred.
- Proficient with Microsoft Office applications, including Word, Excel, Outlook, and Powerpoint.
- Able to work efficiently and effectively with fundraising and communication software. Experience with Constant Contact and Donor Perfect is preferred.
- Ability to communicate with a diverse group of both internal and external stakeholders.

**Qualities:** Excellent problem solver and demonstrated ability to work independently. Ability to work in a multicultural and diverse environment utilizing collaborative and team-oriented approaches. Commitment to high professional ethical standards.

**Language & Reasoning:** Ability to read, analyze, and interpret information. Ability to communicate clearly and effectively, including being able to create written reports and respond to questions. Ability to solve practical problems and interpret a variety of instructions in written and oral form.

**Travel:** Must have access to reliable transportation and be able to travel to meetings in Lancaster, Lebanon, and Chester County. Must also possess a valid driver's license and required vehicle insurance.

**Work Environment and Physical Demands:** Frequently required to stand, walk, sit and reach with hands and arms. Must be able to move about the office to access files and equipment, and operate a telephone, mouse, and keyboard. Must be able to occasionally lift and/or move up to 25 pounds. Other abilities required by this job include the ability to adjust focus, concentrate for extended periods of time, and talk and hear. The noise level in the work environment is usually moderate.

### **EMPLOYEE BENEFITS**

Compass Mark offers a competitive benefit package for all full-time employees including health insurance (Compass Mark pays 90% of employee medical premium), term life insurance, paid time off (starting at 15 days in first year), paid holidays, tuition reimbursement, a generous 401k retirement plan, and much more!

### ***Equal Opportunity Employer***

***All qualified applicants will receive consideration for employment without regard to race, color, religion, genetic information, national origin, sex, pregnancy, childbirth, or related medical conditions, age, disability, citizenship status, uniform service member status, sexual orientation, familial status, gender and gender identity, and any other protected class under federal, state, or local law.***

***Compass Mark values diversity and desires applications from diverse individuals.***

### **TO APPLY**

Email a cover letter and resumé to Liz Sanchez-Stanley, [lsanchez-stanley@compassmark.org](mailto:lsanchez-stanley@compassmark.org), or mail to: Compass Mark, 1891 Santa Barbara Drive Suite 104, Lancaster, PA 17601.

No phone calls, please.