



COMPASS MARK

SCIENCE-BASED ADDICTION PREVENTION

JOB ANNOUNCEMENT

JOB TITLE: Director of Development and Communications
REPORTS TO: Executive Director
STATUS: Full-Time, Exempt
SUPERVISION: 1 FT Communications Coordinator
LOCATION: Lancaster, PA

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 leading 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 and build dynamic relationships with community partners to advance Compass Mark's mission. The Director of Development and Communications works alongside the Executive Director and Board of Directors to build a strong base of financial support for the organization's programs and initiatives.

PRIMARY RESPONSIBILITIES:

Development Plan Management

- Create and implement the annual development plan to maximize financial support from individuals, corporations, and foundations. Evaluate progress toward goals through regular reporting processes.
- 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.
- In collaboration with the Executive Director, identify opportunities for grant development from 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, including the establishment and utilization of various tools/metrics to evaluate success.

- With support from Communications Coordinator, lead the development of compelling content across multiple digital and print communication channels.
- Establish measurements and utilize tools to measure the success of content across platforms.
- Build dynamic relationships with community partners and other organizations/providers to advance the organization's mission and enhance programs.
- Provide supervision to Communications Coordinator and foster a strong and collaborative working relationship to achieve the communications goals of the organization.

Database Management

- Serve as the primary manager of DonorPerfect database including coordination of updates, data input, clean-up, and coordination with other users in the organization.
- Oversee the management of Constant Contact including procedures for data input, clean up, and connectivity with DonorPerfect.
- 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 acknowledgment.
- Coordinate production and mailing of fundraising appeals, annual reports, event invitations, and other donor correspondence.
- Run data queries and reports within DonorPerfect 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 ExtraGive and 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 Senior Leadership Team

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 the 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 acknowledgment. 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 which currently includes health insurance, term life insurance, paid time off, paid holidays, tuition reimbursement / educational assistance, a generous 401k retirement plan, and other benefits.

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 Eric Kennel at ekennel@compassmark.org or mail to: Compass Mark, 1891 Santa Barbara Drive Suite 104, Lancaster, PA 17601.

No phone calls, please.