

Hudson River Sloop Clearwater
Director of Development & Marketing

The Director of Development & Marketing, in conjunction with the Executive Director, coordinates and manages Clearwater's resource raising activities including digital outreach, donor development, major-gifts and planned-giving campaigns, membership development/communications and associated activities, grant procurement and fundraising events. The Director of Development & Marketing is directly responsible for Clearwater's online video, web and other content, the major gifts program, planned giving and grant development, as well as for developing corporate partnership and sponsorship relationships, and works to initiate and support with fundraising activities carried out by the Board of Directors, especially the Development Committee. The Director of Development & Marketing heads a staff that includes the Membership and Sloop Club coordinator, and they all work as an integral part of Clearwater's team. Additional resources such as grant writers, video production staff and others may be hired as resources permit.

The position is based at Clearwater's main office at 724 Wolcott Avenue, Beacon, NY 12508. Remote work is permitted and encouraged as appropriate for health, safety and efficiency reasons during the COVID crisis, as long as the Director is capable of required communication via teleconferencing and other means.

Direct Responsibilities:

- 1) Strategic Initiatives and Goal-Setting: Formulate fundraising goals to secure annual and multi-year commitments, long-range strategic plans, and activities to achieve revenue targets to advance the efforts of the major-gifts and general fundraising programs and campaigns. Evaluate strategies regularly and adjust as needed to achieve goals.
- 2) Campaign Planning and Fundraising: Set fundraising goals and objectives to secure outright commitments to achieve campaign fundraising goals when a new campaign is in place. Oversee and direct execution of strategies, schedules and deliverables to meet campaign fundraising goals, identify new prospects and donors for the campaign and provide continued funding after the campaign.
- 3) Campaign and Communications Design: Direct the specific design of materials and communications for fundraising campaigns, working with digital outlets, video producers, digital content producers, printers, designers, outside consultants and others, as appropriate.
- 4) Stewardship, Cultivation, and Solicitation: Assure follow-up and continued engagement with donors through communications and when appropriate, personal contact. Make recommendations to Executive Director, Board and program staff for cultivation and solicitation visits to major donors and prospects and accompanies them, as needed. Make regular visits to major gift and planned giving donors or prospects to cultivate their interest in Clearwater and solicit gifts. Monitor and direct follow-up.
- 5) Maximization of Efforts across Organization: Coordinate with other departments (especially Sloop Scheduling, Education, Environmental Action, Communications, Volunteer Coordination and Events) in planning and production of events and campaigns. Direct and oversee programs and processes to effectively engage a broad range of program staff in fundraising with individual prospects. Create meeting structures and communications tools to engage program staff in all major program areas in the cultivation, solicitation and stewardship of major gifts. Work with department heads to ascertain needs and revenue goals.
- 6) Reporting, Budget Management, and Program Engagement and Evaluation: Prepare monthly progress reports on status of major gifts and activity of all major donor development officers and regional staff. Provide analysis of progress to date, return on investment, suggested strategy for ongoing success, and projections for completion of revenue goals. Ensure that management systems are established and that

technical oversight; administrative and financial management functions are performed. Direct and oversee the annual income and expense budget for the major gifts program.

- 7) Prospect Identification and Management: Direct and oversee a regular prospect management and strategy process. Design and implement regular strategy meetings, coordination of information with team approach and information capture to ensure thoughtful, detailed and successful strategy for major prospects.
- 8) Staff Management: Foster a culture that, while demanding accountability, promotes teamwork and professional growth while pursuing an aggressive, creative fundraising program.

Grant Development

- 9) Identify and Develop Potential Grant Opportunities: Working to support other departments, supervise the research to identify potential foundation, corporate, government, and individual funding sources.
- 10) Prepare Grant Applications: Working with input from other departments, supervise and have responsibility for the preparation and submission of grant applications and proposals. Track the status of applications.
- 11) Ensure Communications and Compliance: Ensure that relevant staff are aware of the requirements of the grants received and, working with the Finance Department and other departments, that all reporting and other requirements are complied with.
- 12) Cultivate and maintain personal relationships with current, past, and potential funders.
- 13) Provide and coordinate centralized administrative and technical guidance and support to department heads and staff seeking outside funding for education, advocacy, capacity-building, general-operating, capital campaigns, etc.
- 14) Research and interpret relevant regulations, guidelines, and standards, and oversee the processing of contracts and/or grants in cooperation with administrative staff.

Marketing

- 15) Marketing: Ensures that the Clearwater has the right mix of assets, channels, and tactics to build awareness and support among target audiences. Serves as brand ambassador to ensure compliance and integration of messaging with all other communication channels and across the organization.
- 16) Campaign and Communications Design: Direct the specific design of materials and communications for fundraising campaigns, working with digital outlets, video producers, digital content producers, printers, designers, outside consultants and others, as appropriate.
- 17) Create infrastructure and provide training for program staff to streamline the creation and curation of program materials.

Qualifications:

Bachelor's degree and five years of pertinent work experience, master's degree are desirable.

A strong belief in and commitment to the mission, core values and goals of Clearwater are essential.

Performance knowledge, skills, abilities, and personal characteristics:

- Excellent written and oral communication skills, including grant writing experience;
- Expertise in managing social media, streaming and other online engagement venues.
- Fundraising (including planned-giving experience);
- Supervisory experience - ability to manage and motivate a development team;
- Knowledge of data collection, compilation, and analysis for strategic and financial decision-making;
- Ability to cultivate major donors and execute effective direct asks;
- Excellent written and oral communication skills.
- Expertise in managing social media, streaming and other online engagement venues.
- Knowledge of data collection, compilation, and analysis for strategic and financial decision-making;
- Well-organized, with good follow-through;
- Proficiency with email marketing platforms, design software, MS Office, Donor databases and Google applications;
- bility to work collaboratively and in harmony with Clearwater staff, board and partner organizations. Ability to confidently network with other Hudson Valley marketers and organizations to grow Clearwater's contacts and reach.
- Commitment to collaboration, respect and achieving results.
- Ability to work independently, with good judgment, confidence, creativity, and common sense.
- Sense of humor is a plus!
- Clearwater is committed to creating a diverse environment and will be very happy to receive interest from candidates of all races, genders, gender identity, gender expression, sexual orientation, age, religion, national origin, genetics, disability, or veteran status.

Please send cover letter and resume via email only to Erin@clearwater.org