Director of Marketing and Development

The mission of MHAOhio is to transform how people think about mental illness, make it easier to get help, and give people the support they need to get better and stay better. Our guiding principles include responsibility, respect, inclusivity, expertise, trust, communication, emotional health, and equity. We are committed to recruiting and continually cultivating a diverse and inclusive workplace. MHAOhio provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sexual orientation, gender identity, gender expression, sex (including pregnancy), national origin, age, disability, genetic information, marital status, or veteran status in accordance with applicable federal, state, and local laws.

- Reports to the Executive Director.
- Position Summary: This is a full-time position responsible for generating and executing a comprehensive marketing, communications, and development program designed to grow MHAOhio’s brand, engage existing and new constituencies, and raise funds. Working with Board Committees, Executive Director, Marketing and Communications Manager, other staff, and volunteers, this position will seek to advance MHAOhio’s profile, leading and coordinating strategic communications – including print, digital, web, video, and social media and directing development activities to meet revenue goals employing best practice, ROI strategies.
- A dynamic leader, skilled writer, and collaborative manager and colleague, this individual has a strong affiliation with MHAOhio’s mission and embraces joining a leadership team that is committed to better informing a broader constituency of the effective work of MHAOhio. They develop, manage, execute, and measure a strategic marketing and communications plan that drives development goals, supports funders, promotes agency services, and benefits program participants.

**Essential Duties and Responsibilities**

- Lead, plan, and execute marketing and development goals and activities.
- Create and execute MHAOhio’s Marketing and Development Plan and department operating budget working closely with the Executive Director and the board level Development and Marketing Committees to adjust strategies as needed.
- Supervise the Marketing and Communications Manager.
- Responsible for core marketing and fundraising metrics including communications analytics and high impact contacts with prospects and identification of new prospects.
- Work with the Executive Director, Board of Trustees, stakeholders, and volunteers to identify, cultivate, and solicit annual, major, and planned gifts.
- Oversee the management of the donor database and fundraising records and the creation of reports for the Executive Director and Board of Trustees as needed to track progress to annual goals and the Development Plan.

**Marketing**

- Create and manage a content strategy for promotional, educational, online or web/social media presence, and other marketing and communications campaigns which ensure MHAOhio’s brand integrity and key messages are delivered consistently across all platforms.
• Partner with MHAOhio programs to develop and manage an inclusive, participant-focused communication strategy and support program advancement initiatives.

• Provide regular and proactive counsel to the Executive Director and other leadership staff about how to engage and communicate most effectively with stakeholders, donors, partners, and the general public.

• Continually increase the engagement of MHAOhio’s different constituencies, including donors, funders, and program partners through effective communication and marketing.

• Measure, analyze, and track the effectiveness and ROI of marketing initiatives such as social media campaigns, inbound marketing, website traffic, Google search, SEO, etc. through the use of Google, Facebook, and other analytical tools.

• Where appropriate, hire and manage capable external vendors to augment MHAOhio’s communications initiatives and address specific communications needs.

• Actively develop and maintain the departmental budget and lead the Marketing and Development department.

• Supervise the Marketing and Communications Manager to
  o Write, edit, and oversee the production of agency publications including but not limited to brochures, annual report, and Wellness Wednesday.
  o Manage all aspects of MHAOhio’s website, ensuring content is up-to-date and engaging.
  o Create and produce compelling written and visual content for social media to boost MHAOhio’s online presence and marketing efforts.

Development

• Identify, cultivate, and elevate relationships with prospects and donors including individuals, organizations, corporations, and foundations.

• Proactively manage a major gift portfolio of donors, developing and executing strategies leading to solicitation and investment that leverage donor interests and connect them to the agency’s mission.

• Organize and attend any major fundraising, donor cultivation, and other agency events.

• Research and identify high-impact grant opportunities.

• Cultivate relationships with grantmaking organizations.

• Prepare major donor briefings for the Executive Director, Board Committees, and volunteer leadership as needed.

Other Responsibilities

• Other duties, within reason and scope of the position’s primary duties, may be assigned after consultation with employee and supervisor.

Minimum Qualifications

• Bachelor’s degree in communication, marketing, public relations, or related field or equivalent experience.

• Passion for mental health.

• A minimum five years of relevant experience, preferably in the nonprofit sector.

• A track record as an exceptional communicator, in writing as well as verbally; adept at writing solicitation letters, donor correspondence, proposals, and other kinds of material for publication; experience preparing and making effective presentations to diverse groups large and small.

• Excellent, demonstrated oral and written communication skills.

• Outstanding decision-making skills and judgment, including discretion in the management of confidential information.

• Demonstrated ability to work effectively with diverse people and communities, contribute to a collaborative team, and be people-centric.
• Ability to work well independently and within a multi-disciplinary team environment, managing multiple and complex projects and priorities in a fast-paced environment with efficiency and organization and working cooperatively to meet internal and external goals and requests.
• Demonstrated attention and accuracy to detail and the ability to maintain confidentiality.
• Demonstrated leadership and team-building skills.
• Proficient with donor database management and Microsoft Office products, preferably in macOS.
• A good listener and strategist, comfortable receiving input from many sources, and able to act on information to develop increased support.
• Must have the flexibility to work hours outside the standard 8:30-5:00 timeframe as needed and to attend special events.
• Must fulfill assignments with reliability and punctuality.
• Must have own reliable transportation and a valid Ohio driver’s license.

Preferred Qualifications
• Fundraising experience and a proven track record in securing significant gifts and building and maintaining long-term relationships with donors.
• A record of personal success in raising money for a high-growth, rapidly changing and evolving nonprofit organization through the constituent base, major gifts from individuals and annual giving campaigns, and from businesses, foundations, and corporations; experience building relationships through mission-supporting ventures; comfort and experience in a nonprofit environment.
• Broad-based knowledge of various development campaign activities including internet, direct mail, social media, proposal and grant development, annual fund, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation, research and volunteer management.
• Demonstrated skills in motivating, coordinating, and supporting the fundraising activities of others.
• Proficient with basic graphic design software such as Adobe Photoshop and/or InDesign.

Benefits
• Competitive salary commensurate with experience and other qualifications.
• Social Security, Worker’s Compensation and Unemployment Benefits; vacation, holiday, sick time based on employee handbook; free parking; mileage reimbursement for work related travel; staff development within restrictions of annual budget.

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