



## Director of Marketing and Development

### **Position Description**

<b><u>Reports To:</u></b>	Executive Director / CEO (ED/CEO)
<b><u>Status:</u></b>	Full-time (40 hours per week), FLSA Exempt
<b><u>Schedule:</u></b>	Usually 8:00 AM to 4:30 PM, Monday through Friday. Occasional early mornings, nights, weekends, and travel required.
<b><u>Location:</u></b>	Administrative Offices, 815 Court Street, Charleston, WV 25301 No more than 8 hours of remote work per week without prior approval.
<b><u>Purpose:</u></b>	To design and implement marketing and fundraising activities consistent with the organization's strategic plan.
<b><u>Compensation:</u></b>	Base pay commensurate with qualifications and experience and performance pay.
<b><u>Benefits:</u></b>	Access to employer-sponsored health insurance (85% employer / 15% employee premium split), defined benefits health reimbursement account, 403(b) retirement program (max contribution of 6% with a 50% employer match), paid-time off, mobile phone allowance, and reimbursement for work-required travel.
<b><u>Notes:</u></b>	Prior to being hired, applicants are required to have a valid driver's license and pass a criminal background, sex offender registry, and a credit history check. Habitat for Humanity of Kanawha and Putnam County is an equal opportunity employer. Applications are considered for positions without regard to veteran status, uniformed service member status, race, color, religion, sex, sexual orientation, physical or mental disability, genetic information or any other category protected by applicable federal, state or local laws.
<b><u>Version:</u></b>	06.09.2026

**Position Summary:** The *Director of Marketing and Development* (Director) will design and implement marketing and fundraising activities consistent with the organization's strategic plan. Marketing activities include creating and publishing content and advertising through social media, broadcast media, and print media. Development activities include identifying resources, cultivating donors, soliciting donations, and coordinating special events. The Director will have the lead responsibility for proposal writing, grants management, other fundraising activities, as well as advocacy and marketing and communication. The Director reports to and works closely with the ED/CEO and others on the administrative team.

### **Minimum Qualifications:**

- Able to champion the mission of Habitat for Humanity: Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope.
- Bachelor's Degree in an appropriate field with seven years of paid work experience.
- Certified Fund-Raising Executive (CFRE) certification is an asset.
- Absolute integrity and transparency, ability to treat colleagues, donors, volunteers, and community members with respect while maintaining confidentiality.
- Must be a self-starter and able to work independently, while also an effective and proactive team member.
- Possess excellent communication skills with attention to detail.
- Experience with traditional office software, information technology, and databases.
- Experience working with a volunteer board of directors and committees.

## **Primary Duties and Responsibilities:**

### ***General***

- Serve as a public ambassador for Habitat.
- Collaborate with staff, board, and community stakeholders.
- Attend meetings and community events.
- Maintain confidentiality and comply with policies and laws.
- Assist with build-site events and other duties as needed.
- Share updates, submit reports, and cross-train to ensure continuity.
- Uphold the organization's mission, values, and standards.

### ***Marketing***

- Create and manage campaigns social media, website, print, and email.
- Maintain the affiliate's brand and public image.
- Promote programs, fundraising efforts, and community stories.
- Lead digital marketing to increase engagement and donations.
- Produce consistent visuals, videos, and materials.
- Support advocacy and awareness for affordable housing.

### ***Development / Fundraising***

- Plan and execute annual fundraising strategies.
- Build relationships with donors, sponsors, and community partners.
- Secure and manage major gifts, grants, and sponsorships.
- Coordinate donor recognition and appreciation.
- Track donations, maintain records, and report progress.
- Lead special campaigns and support planned giving.
- Present to community groups to solicit support.

### ***Special Events***

- Plan and organize fundraising, volunteer, and community events.
- Manage logistics, sponsorships, and event promotions.
- Recruit and coordinate volunteers and partners.
- Evaluate events and maintain sponsor relationships.
- Lead the annual fundraising dinner and other key events.

### ***Analysis and Planning***

- Track fundraising, marketing, and outreach results.
- Prepare regular reports for leadership and the board.
- Set yearly goals, budgets, and focus areas.
- Monitor return on investment for campaigns.
- Review donor and community trends to find growth opportunities.
- Support and track strategic planning efforts.
- Keep accurate records of fundraising and marketing activities.
- Suggest new initiatives or strategies for improvement.
- Provide planning materials and updates to board committees.
- Make sure all efforts align with organizational goals.
- Set funding targets and timelines for programs and events.
- Help board members with donor meetings and solicitations.
- Give monthly development updates to leadership and the board.