**Description**
Reporting to the General Manager, the Director of Development and Marketing develops and implements strategies to grow awareness and revenue, ensuring the long-term financial stability for both KCME and Jazz 93.5.

**Primary Responsibilities:**

**Fundraising, solicitation & cultivation**
- Develop and execute audience-based fundraising strategies, including direct mail, online giving, email and social media campaigns.
- Oversee sustaining member program, including conversion and upgrades. Work closely with general manager on retention strategies to ensure steady growth and minimal attrition.
- Manage donor records and financial transactions using the fundraising database
- Help develop acquisition, lapsed donor, renewal and additional gift appeals as needed. Work closely with all vendors to ensure timely execution and delivery of both year-round and seasonal mailings/ campaigns.
- Create e-solicitation campaigns to complement direct mail and on-air fundraising campaigns, as well as stand-alone e-mail appeals.
- Work closely with the general manager on on-air membership drive planning and implementation, including goals, messaging, thank-you gifts, strategies and production.
- Assist with major and mid-level donor cultivation and solicitation, including donor research, communication and moves management.
- Plans and manages a planned giving program
- Identify and cultivate foundation prospects and generate proposals for grants.
- Prepare and submit reports to foundations, ensures appropriate recognition and stewardship of grant awards
- Research and recommend additional revenue opportunities where appropriate.

**Vehicle Donations**
- Serve as primary contact person for vehicle donation vendor
- Create and implement marketing and communication strategies to increase awareness and revenue from vehicle donations.

**External Partnerships/Opportunities**
- Serve as primary community liaison for external fundraising opportunities such as community giving days.
- Develop and oversee strategic matching gifts program, soliciting matching gifts and following up on current members who have indicated their employer has a matching gifts program in place. Develop on-air and off-air marketing strategies to grow this revenue stream.
**Marketing, Communications & Promotions**

- Develop and implement external marketing & communication strategies to create awareness and engagement for organization
- Manage and maintain social media accounts, newsletters and websites
- Manage promotional trade relationships with community media partners
- Develop annual on-air promotions strategies and work closely with team members to ensure timely production and scheduling

**General Duties**

- Assist in managing shared full time assistant and part time intern
- Work with general manager to develop monthly, annual and long-term fundraising and marketing strategies
- Work closely with fellow team members to ensure success of overall department goals, long-term growth and donor retention
- Attend and participate in weekly team meetings and other meetings as necessary
- Serve as Development representative to the Board of Directors
- Represent station at events as needed
- Other duties as assigned

**Requirements**

- Bachelor’s Degree and four years of experience in nonprofit fundraising
- Excellent interpersonal and relationship-building skills; must possess strong verbal and written communication skills with experience communicating with donors, trustees, or listeners.
- Excellent organizational skills; proven ability to effectively manage multiple projects, exceed goals, and meet deadlines.
- High level of integrity, excellent judgment, and flexibility.
- Flexibility to attend evening and weekend events when necessary.
- Intermediate computer literacy and proficiency in Microsoft Office, including Excel, Word, and PowerPoint. Experience with Constant Contact, Canva and Word Press a plus.
- Strong work ethic and experience working cooperatively as a member of a team as well as independently with self-direction
- Knowledge of CRM databases, with Allegiance experience a plus.

**Compensation**

Pay: $50,000 - $60,000 per year

Supplemental Pay: Bonus pay
Qualified, interested candidates should send a cover letter, resume and three professional references to gm@kcme.org with the subject line, “Development and Marketing Director.” Please include how you learned of the position. CMPBH is an EEO provider and committed to fostering diversity in the workplace. No phone calls, please. Position open until filled. Full-time, exempt position with some benefits.