



Magnolia Clubhouse seeks

Director of Development and Communications

Magnolia Clubhouse seeks an innovative candidate with development and communications experience to join our holistic Clubhouse community. Magnolia Clubhouse (est. 2004, formerly Hill House, est. 1961) is a unique and dynamic center of psychiatric rehabilitation for people who live with mental illness. Our mission is to ensure that people living with mental illness are respected co-workers, neighbors and friends.

The main responsibility for the position is fundraising. The Development and Communications Director organizes and provides staff leadership in all fundraising efforts and in strategic donor cultivation and stewardship, in order to achieve short and long-term fundraising goals. Fundraising efforts include an annual fund, major gifts, endowment and planned gifts, corporate gifts, special events and other fundraising campaigns. The Development and Communications Director provides key support and guidance in related fundraising areas including board development, marketing and public relations.

The Director of Development and Communications is responsible for guiding the development and maintenance of the agency's communications, marketing, public relations, media and social media strategies. The work includes outreach and cultivation of individuals throughout the community and strengthens the organization's position and relationships with donors and the broader public. Communications includes reaching more of those in need for our service and educating the community to promote social justice for those living with mental illness.

All of the functions will be done by working closely with the Clubhouse leadership (Executive Director and Board of Directors), Clubhouse members and staff, and members of the broader Clubhouse community. A foundation of the Clubhouse model is that the Clubhouse members are needed to operate the Club and work in partnership with Clubhouse staff to conduct all the Clubhouse operations and functions. There is the expectation to work collaboratively with Clubhouse members and staff (mental health professionals), and to share the process and work with Clubhouse members as much as possible.

The work schedule will include some nontraditional work hours; such as cultivation events, participating in a holiday at the Clubhouse, a Wednesday evening meal, 4:30-6:30 pm, approximately 10 times a year, and on occasion, a Saturday afternoon, 10 am-2 pm, all in assistance to mental health professional staff.

Responsibilities:

- Evaluate current strategies and stewardship practices; implement processes to expand individual giving and major gifts to reach and/or exceed annual budget and fundraising goals.
- Identify, research, cultivate, and solicit new annual, major, and special gift prospects. This will include working with existing donors as well as initiating new relationships with prospects with high capacity.
- Enhance annual and other campaigns to corporate, endowment, and planned giving prospects. Meet or exceed annual goals.
- Create and execute a comprehensive plan for each donor/prospect in the database that ensures donor retention and advancement. Establish individual goals for each major gifts prospect.
- Strengthen the commitment of current donors and prospects through individual meetings, site visits, phone calls, special mailings and other relationship-building correspondence and activities.
- Collaborate with staff and Board of Directors to cultivate donor engagement and stewardship opportunities through fundraising or cultivation events, taking the lead in the execution of events. Event Management includes establishing the vision, strategy and budget for each event within the context of the overall stewardship plan, and planning aspects such as coordinating retrieval of mailing lists, invitation productions, taking RSVPs, determining and coordinating staffing needs for specific events, and conducting event follow up activities.

- Manage all routine stewardship communications and activities, including but not limited to establishing overall approach to acknowledgement of all contributions; production of honor roll and signage; routine website updates related to stewardship programs; endowed fund reporting; recognition of collaborations, foundations, and special project sponsors, both in written materials and on the website.
- Create and implement a comprehensive Communications and Marketing Plan with specific timeframes, schedules, and metrics.
- Develop media relations and public relations.
- Develop materials to be used in appeals and stewardship efforts; personalize content as needed to reflect specific donor interests and programmatic priorities.
- Develop and implement communication strategies via email, social media and direct mail to keep donors informed of successes, events, and future plans.
- Generate donation queries, reports, acknowledgements, mailing lists and track portfolio activity, progress and action items in donor database of constituent profiles; oversee Development and Marketing Coordinator to do the same.
- Collect appropriate data and generate reports that accurately reflect activity and performance towards goals.
- Develop and coordinate marketing initiatives and the production of materials and publications such as mailings for the annual fund appeal, newsletters, annual reports, email campaigns, distribution of news releases, and the use of social media.
- Ongoing development of public relations and media relations.
- Organize cultivation and stewardship events, including handling of invitations and event logistics (requires periodic evenings and weekends).
- Grant management and submissions as assigned.
- **Conduct analysis and assess performance to identify opportunities and inform the strategic plan.**

Qualifications:

- Bachelor's degree
- Minimum 5 years of experience in a fundraising and communications role
- Requires knowledge of fundraising techniques, including personal solicitation, mail and phone solicitations; event management and working with volunteer leadership efforts in philanthropic matters; and best practices with regard to gift processing and donor relations
- Proven track record of developing and implementing strategies for growth, managing relationships and closing gifts
- Experience developing and implementing communications and marketing activities and materials and experience in public relations, social media and media relations
- Experience planning and managing cultivation and fundraising events
- Effective networker with excellent leadership, presentation and communication skills
- Outstanding team contributor in a multi-cultural environment
- Open-minded, flexible, innovative, positive, and likes to have fun
- Strong written skills, with proven ability to develop compelling case for support, including effective letters, proposals, reports and appeals
- Strong organizational skills and ability to manage multiple deadlines
- Experience with an electronic donor database

Application must include cover letter, writing sample, salary requirements, and resume.

Magnolia Clubhouse provides excellent health benefits and a 403B plan