

The Feline Fix
Director of Development & Marketing – Job Description

Job Title: Director of Development & Marketing
Reports to: Executive Director
Supervises: None (*may have direct reports in the future consistent with organization growth and budget capacity*)
Job Type: exempt, salaried, full-time (32 hours per week)
Location: Hybrid schedule – 50%-75% remote
Schedule: 32 hours/week (flexible work days)
Salary Range: \$55,000 - \$65,000 annually
Benefits: health, vision, and dental insurance, life/AD&D insurance, paid time off (vacation and sick days on an accrual basis plus additional paid holidays), and discounts on veterinary care.

General Position Description:

The Feline Fix promotes the health and welfare of underserved cats by providing affordable veterinary care and spay/neuter services and supporting community cat caregivers including those conducting trap-neuter-return. The Feline Fix is committed to education and outreach that advances the quality of life for feral, free-roaming, and other underserved cats and pursues collaborative efforts to address issues related to the vulnerable cat population. The Feline Fix also operates a foster and adoption program focused on rescuing, socializing, and finding adoptive homes for young feral kittens.

The Director of Development & Marketing will be responsible for creating and implementing a comprehensive marketing and fundraising strategy to create awareness and generate financial support for the organization from individual donors, foundations, and corporations. We are seeking an experienced, enthusiastic, and highly-motivated fundraiser to help grow our philanthropic revenue and presence in the community. As a key strategic leader for the organization, the Director of Development & Marketing will play a pivotal role in advancing the organization's mission and raising the funds needed to continue our programs. The Director of Development & Marketing will spearhead all fundraising, marketing, and event activities at The Feline Fix, and will be responsible for stewarding and growing the organization's loyal donor base.

Adheres to The Feline Fix's mission: *"To champion the welfare of all cats, especially the most vulnerable."*

Principal Duties and Responsibilities:

- Prepare a comprehensive annual fundraising plan that includes strategies, goals, metrics, and a budget for all fundraising activities including: major and planned giving, grants, annual giving (direct mail & email campaigns), online fundraising, donor stewardship and cultivation, and events.
- Build and grow a broad base of donors from diverse sources, including individuals, foundations and corporations.
- Identify, qualify, cultivate, solicit, and steward a portfolio of major giving prospects (cumulative giving of \$1,000/year and up), working in collaboration with the Executive Director on portfolio management and solicitation.
- Conduct donor research to identify potential new major donors (individuals and foundations) and create opportunities for increased funding.
- Oversee the grants portfolio at The Feline Fix. Increase support from current foundation partners and secure funding from new prospects by writing compelling, timely, and accurate grant proposals and reports.
- Utilize best practices and industry standards to maintain The Feline Fix's donor database (Network for Good), prioritizing accuracy, integrity, and reporting metrics.
- In collaboration with the Executive Director, create and launch a legacy campaign with the goal of increasing planned giving participation.
- Manage all aspects of giving campaigns (including direct mail, email appeals, and social media appeals).
- Direct and implement all marketing, branding, media, direct mail, social media, public relations, and communication strategies.

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- Works in collaboration with the program staff, volunteers, and the Executive Director to deliver clear and compelling content to donors, supporters and potential supporters through social media, monthly digital newsletters, and print materials including annual report and annual appeals.
- Solicits corporate sponsorships and other opportunities for corporate/business support. Develops new relationships and connections.
- With the support of a paid contract event planner, plan and implement The Feline Fix's annual fundraising event, The Stray Cat Strut.
- Helps foster a "culture of philanthropy" across the organization.

Job Specifications:

Qualifications:

- Bachelor's degree (or equivalent work experience) required.
- At least 3-5 years of experience in philanthropy with a track record of meeting or exceeding revenue targets and proven experience in prospecting, soliciting, and stewarding individual major gifts and corporate partnerships. A record of measurable results in organizing and implementing activities such as major- and mid-level gifts, annual gifts, direct mail, stewardship, events, and digital philanthropy. Proven record of increasing revenue year over year from diversified funding sources.
- Demonstrated experience developing marketing campaigns, social media strategy, and other communications and outreach activities.
- Experience working with a Board of Directors and/or Board Fundraising Committee.
- Excellent public speaking and communication skills.
- Proven record of meeting deadlines and prioritizing workloads.

Required Knowledge, Skills and Abilities:

- Exceptional verbal and written communication and customer service skills with both internal (staff and board) and external (collaborators, clients, donors, volunteers, etc.) constituents. Highly relational with strong ability to motivate and build relationships with diverse stakeholders.
- Spanish speaking a plus
- Ability to work independently while also collaborating as part of a team.
- Ability to effectively identify, analyze and solve problems.
- Highly goal-driven and self-motivated to meet deadlines and follow through on all responsibilities in a timely manner. Impeccable attention to detail and takes initiative to find creative solutions to challenges.
- Experience with nonprofit/fundraising event planning preferred.
- Proficiency with donor database management strongly preferred, but not required.
- Proficient in the use of Microsoft Word, Excel, PowerPoint, and Outlook.
- Comfortability in handling and being around cats/kittens preferred and helpful. Must support the [Socially Conscious Sheltering](#) initiative.
- Must be aware of the possibility of and be supportive of medically necessary euthanasia of cats, kittens, and fetuses as a recognized humane practice at The Feline Fix.

Working Conditions:

- This position features a 4-day/32-hour work week, with additional days on occasion as needed for special projects. Must be willing to work occasional evenings/weekends as needed for donor meetings, Board committee meetings, and events.
- Must be able to manage the emotional aspect of animal welfare, including end-of-life services and humane euthanasia, and to contribute to a supportive environment during high-emotion situations.
- This position requires communication via telephone and computer, including the use of a monitor, mouse, and keyboard as well as the ability to lift equipment and supplies up to 30 pounds.

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This job description is not intended to be all-inclusive. The employee may be required to perform other related duties to meet the ongoing needs of the organization.

TO APPLY: Please email your resume and a customized cover letter to Careers@thefelinefix.org.

Applications without a cover letter will not be considered.

Please use the subject line: “Director of Development & Marketing” for your email.

Applications will be accepted until the position is filled, with priority consideration given to applications received by February 28, 2023.

No phone calls, please.

The Feline Fix provides equal employment opportunities to all employees and applicants without regard to race, color, religion, national origin, citizenship, marital status, parental status, disability, age, membership in any labor organization, political affiliation, creed, ancestry, gender, sexual orientation, gender identity or veteran status in accordance with applicable federal, state, and local laws. The Feline Fix complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.