



Title of the position: Director of Advancement & Marketing

Location: Delaware & Lehigh National Heritage Corridor Headquarters
2750 Hugh Moore Park Rd, Easton, PA 18042
(Expect a mix of telework and on-site office work)

Reports to: Executive Director

Term of Employment: Full-time, exempt, 40-hour work week

Compensation: \$60,000 – 65,000 annual salary plus benefits

Delaware and Lehigh National Heritage Corridor helps residents of the Corridor connect with our area’s rich industrial heritage and stunning natural environment. Our work empowers residents of Bucks, Northampton, Lehigh, Carbon and Luzerne counties not just to *live* in their communities, but to invest in them and become stewards of their natural and historical resources. Through education, conservation, historical preservation, and economic development, we enrich our community now and preserve our environment and history for future generations of residents and visitors.

The Delaware & Lehigh National Heritage Corridor (D&L) is seeking a **proven leader and an experienced fundraiser** to join the leadership team, build strategic direction and guide a small team to operationalize & achieve philanthropic goals.

Description: The Director of Advancement & Marketing is responsible for developing, implementing, managing, and evaluating the fundraising and public engagement efforts for the D&L. This position reports to the Executive Director, collaborates with the Board of Directors, and is a member of the D&L’s leadership team. The Director is responsible for ensuring consistent branding and engaging multiple constituencies in new and ongoing fundraising activities.

POSITION RESPONSIBILITIES:

Development & Advancement:

- Actively participates in senior-level decision-making and is responsible for liaising and working closely with the leadership team and the Board of Directors on Advancement and Marketing related issues.
- Be responsible, knowledgeable of and apply best practices in the design and implementation of the D&L’s strategies and Capital Campaigns.
- Establish solicitation priorities, manage prospect lists and research, develop, and execute targeted cultivation plans and solicitation strategies for a range of prospects.

Communications & Marketing:

- Coordinate D&L's marketing, messaging, and branding efforts so that they support D&L's development goals.
- Responsible for overseeing the development of integrated strategic communications and marketing plans in support of the D & L's Advancement priorities.
- Oversee external communications activities, including community relations events and public relations announcements.
- Ensure that all materials produced are in line with the D&L's brand profile and strategic long-term direction.

Fundraising & Events:

- Evaluate, initiate and/or augment existing grants as well as memberships, annual, capital, and major giving efforts.
- Articulate clear and achievable goals for integrated development and donor relations, as well as lead and inspire the staff to meet and exceed development expectations.
- Ultimately responsible for the planning, creation and execution of all fundraising materials and events, and is part of the team that develops strategic fundraising plans for the D & L.
- Partner with the Board of Directors to actively solicit funds from engaged potential donors and funding organizations.
- Provide financial oversight for the department, including budgeting, planning and expense tracking.

Recruitment & Engagement:

- Establish and maintain strong, collaborative working relationships with varied internal and external constituencies to ensure revenue goals are met.
- Responsible for advancing the D&L's goals by overseeing volunteer efforts and communication initiatives.

Management

- Coaches, supervises, and evaluates the advancement and marketing team and ensures staff members have the tools needed to accomplish their goals.
- Provides guidance and tracks performance against development plan.
- Explores new ideas with the team, through professional growth opportunities.

Qualifications/Requirements:

- Bachelor's degree from an accredited university
- 5 or more years of professional fundraising experience within a similarly complex not-for-profit institution or an equivalent combination of education and experience
- Established record of donor development operations experience
- Successful track record of securing grants, sponsorships, membership growth, major individual, corporate, and foundation gifts
- Experience managing multiple campaigns, including capital, endowment, and special project campaigns, and initiatives
- Experience with prospect research, accounting and reporting methods
- A drive to set and meet fundraising goals
- A strong commitment to quality work and high productivity with close attention to detail
- Ability to manage people effectively

- Ability to manage many ongoing projects and priorities simultaneously
- Excellent donor relations skills
- Keen analytical skills
- Excellent communication skills
- Can work with multiple constituencies
- Able to provide leadership to the Board and volunteer support to ensure success.
- Proficiency in Microsoft Office and cloud-based donor management platforms is required
- Ability to handle confidential records and sensitive donor information with discretion
- Excellent research, writing, editing and verbal communication skills
- Able to work independently and as part of a team
- Flexible to work weekday evenings and weekends for meetings and special events

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Work requires a variety of physical activity including standing, walking, and sitting for extended periods. The position requires the ability to work during non-standard hours when the need arises. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Work Environment: The work environment described here is representative of that encountered by the employee while performing the essential functions of the job. Job duties require working in an office setting, outdoor environment (at times in high heat, humidity, cold and/or precipitation), and occasional off-site meetings. The noise level in the office environment is usually moderate due to open office layout with a high level of activity on phone, computers, and printers. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

The Delaware & Lehigh National Heritage Corridor, Inc. (D&L) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the D&L organization complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.